SPECIAL REPORT AUGUST 14, 1991

U.S.1

RETAIL SHOPPING DIRECTORY, 1991

WHERE THE STORES ARE

More than 1,000 stores listed by retail categories, and the complete line-ups at major retail centers

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The U.S. 1 Retail Directory

The Illustrations: *The paintings of Princeton in this section are by Stan Kephart. Most are taken from his forthcoming exhibition, 'Forty Views of Nassau Street.'*

Accessories

Accessory Place, 3535 Route 1, Princeton MarketFair, 609-520-0575. Jewelry and women's accessories.

Bags Plus: by Galete, Mercer Mall, 609-452-9187. Jules Levin. Ladies handbags, leather accessories.

The Coach Store, 73 Palmer Square West, Palmer Square, 609-924-2777. Kathy Kaminsky. Expensive leather goods; handbags, attaches, wallets, belts. The same brand is also sold at Luttman's Luggage.

Impressions, 15 Witherspoon Street, 609-921-1541. Margaret Briggs. Women's fragrances, makeup, costume jewelry, clothing, and accessories, men's fragrances.

Le Sportsac, 26 Witherspoon Street, 609-924-6060. Sporty handbags, totebags and accessories.

Luttman's Luggage, 20 Witherspoon Street, 609-924-0735. Bruce and Monja Crandall. Fine leather goods, luggage, pocketbooks, belts, wallets, etc., established in 1904.

Scarlett O'Pair, 3535 Route 1, Princeton MarketFair, 609-520-0580. Liz Scarlett. Socks, hosiery, tee shirts, tights, boxer shorts, and more.

Sunglass Hut, Quakerbridge Mall, 609-936-9340.

Sunglass Hut, 112 Rockingham Row, Princeton Forrestal Village, 609-520-8685. Sandy Kimmerman.

Susan Greene, The Marketplace Route 27, 908-297-6249. Millie Pistilli. Discounted name brand and designer handbags and fashion jewelry, also attaches, luggage, and clocks.

Tommy's Handbag & Accessory Shop, Route 31, Pennytown Village, Pennington, 609-466-0333. Dotty Falanga. Clothing too, also shoes and shoe repair.

Valenti's, Quakerbridge Mall, 609-799-0052. Rose Ramirez. Perfumes, cosmetics, handbags etc.

Antiques

Adams Brown, 26 North Main, Cranbury, 609-655-8269. Antiques.

Antiques by Fritz, Old Trenton Road, Cranbury, 609-448-5682.

Antiques Emporium, 33 West Broad Street, Hopewell, 609-466-9448.

Aunt Sallie's Barn, 43 Main Street, Kingston, 609-924-9502.

Brookside Antique Center, 43 West Broad Street, Hopewell, 609-466-0656. William Schanck.

Bushmill's Antiques, 9 South Main Street, Allentown, 609-259-9266. Gerald Marley.

Chinese Antiques, 55 Main Street, Kingston, 609-924-2743.

Clifford A. Conover, York Road, Hightstown, 609-448-0269.

Cox's Cobweb, 10 Seminary Avenue, Hopewell, 609-466-1614. Ruth Cox.

Eagle's Nest, 346 Franklin Street, Hightstown, 609-448-2200.

Field Antiques, 49 State Road, 609-921-0303. Thornton S. Field Jr.

Gerrard Antiques, 47 West Broad Street, Hopewell, 609-466-0643.

The Gilded Lion, 4 Chambers Street, 609-924-6350. Leo D. Arons. Antiques and fine arts gallery; appraisal services; estate purchases.

Hankin's Antiques, 169 Mercer Street, Hightstown, 609-443-4102.

High Button Shoe Antiques, 2 Bank Place, Hopewell, 609-466-9807. Josie Dellenbaugh. Dealer cooperative.

Hopewell Antique Cottage, 8 Somerset Street, Hopewell, 609-466-1810. Winona Frye & David Dutch.

Your Aunt's Attic, 17 Seminary Avenue, Hopewell, 609-466-0827. Penny Pypcznski.

Kingston Antiques, 43 Main Street, Kingston, 609-924-0332. Dorothy Oppenheim.

Miller-Topia Designers, 170 Nassau Street, 609-921-0777. Arnie Miller. Also a store in Yardley.

Owen's Barn, 77 Main Street, Kingston, 609-921-7164.

Pennington Antiques, 21 West Delaware Avenue, Pennington, 609-737-9090. Dina Pohonish.

S&S Collectibles, 2516 Pennington Road, Pennington, 609-737-3040.

The Silver Shop, 59 Palmer Square West, Palmer Square, 609-924-2026. Arthur Colletti. Gifts, china, silver, antiques.

Tamara's Things: House of Asian Art, 4206 Quakerbridge Road, 609-452-1567.

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Art Galleries

Chambers Street Gallery/Masako, 2 Chambers Street, 609-921-0184. James McDermott. Antique prints, framing.

De'Lann Gallery, Princeton Meadows Shopping Center, Plainsboro, 609-799-6706. Debra DeHauski. Original fine art, sculpture, pottery, photography, and oils; custom museum-quality framing; corporate art consultation.

Deck the Walls, Quakerbridge Mall, 609-799-3695. Daniel Marabello.

Dumont-Landis Fine Art, 1 Deer Park, Monmouth Junction, 908-329-9100. Cecily Laidman.

Eye for Art, 6 Spring Street, 609-924-5277. Gallery, frame shop, sells old prints and maps.

Fleetwood Masterworks, 200 North Main Street, Hightstown, 609-490-0377.

Frame It, 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-1064. Thomas Fenton. Custom and ready made frames for pictures and photos; in-house consultation, art gallery.

Frame Shoppe, 72 Witherspoon Street, 609-924-2300. David S. Rosendorf. Frames and accessories, museum-quality framing.

Frames & Framers, 501 Mercer Mall, 609-452-1091. Judy Grow. Do it yourself, custom framing.

Guild Gallery, Routes 206 and 518, Montgomery Center, Rocky Hill, 609-921-3000. Chris J. Nilsen. Large gallery with fine art and American crafts: jewelry, glass, pottery, prints. Specializing in custom framing.

Hopewell Frame Shop, 48 West Broad Street, Hopewell, 609-466-0817. Abby Frantz.

Image Gallery, 108 Main Street, Princeton Forrestal Village, 908-951-9504. Tammy Ward.

Lawrence Art and Frame, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-883-2401. Peter Van Ellis.

Lexington Gallery, 25 Texas Avenue, Lawrenceville, 609-883-8660. Joanne Coppola.

Loft Art Gallery, 306 Alexander Road.

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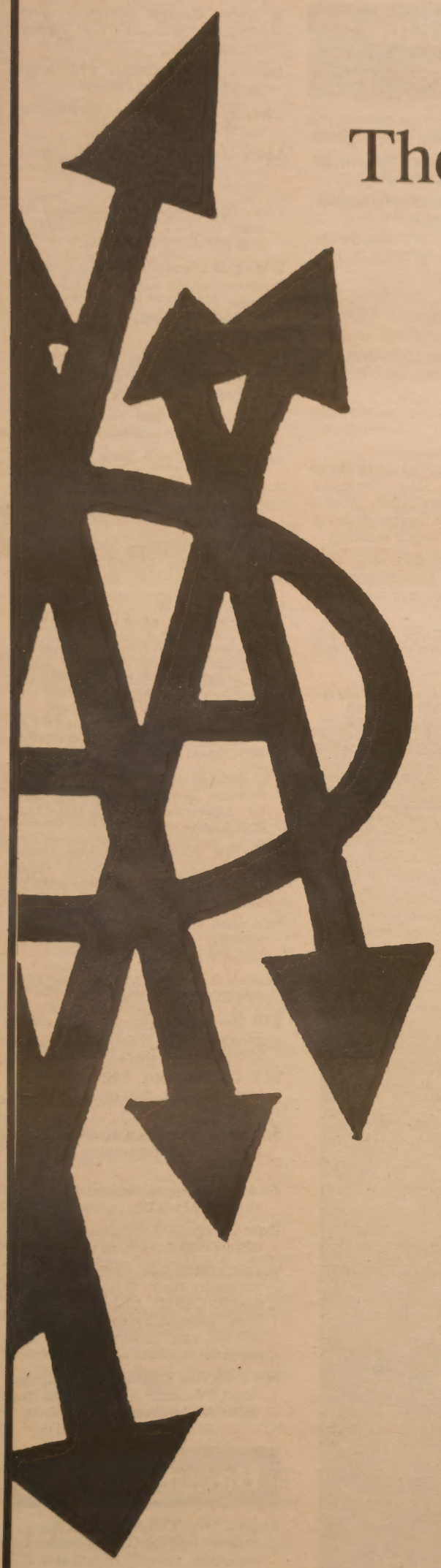

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Continued from page 2

609-924-8056.

Magenta Art Gallery, 131 Washington Street, Rocky Hill, 609-924-3513. Alicia A. Nieves.

Queenstown Gallery, 43 South Main, Pennington, 609-737-1876. Framing, old prints, early maps, work by area artists.

The Studio Gallery, 57 Princeton Avenue, Hopewell, 609-466-3966. Barbra Bleecker. Painting, prints and sculptures; changing exhibits.

Susan Swartz Studios, 1 Palmer Square, Suite 400, 609-683-4700. Print publisher.

Williams Collection Gallery, 8 Chambers Street, 609-921-1142. Mary Lou Bock.

Art Supplies

Charrette, 743 Alexander Road, 609-243-0006. Fax: 609-243-0014. Hank Sneyers. Art, architectural, office, drafting and design supplies, equipment and furniture.

Daler Rowney, 1085 Cranbury South River Road, Suite 5, Jamesburg, 609-655-5252. Fine arts and graphics materials.

Triangle Art/Reprocenter, Route 1 and Darrah Lane, 609-883-3600. Joseph P. Teti. art, drafting, and office supplies, custom picture frames, copy services.

Automotive

Princeton Acura, 3001 Route 1, Lawrenceville, 609-895-0600. James Winn.

Baker Pontiac and Buick, Route 206, 609-921-2222. Edward Baker.

Ed Cahill Chevrolet, 1100 Spruce Street, Lawrenceville, 609-396-1000. New and used.

Cathcart Pontiac, 1620 North Olden Avenue, Trenton, 609-392-5111. Earl Cathcart.

Chevrolet of Princeton, Route 206, 609-683-0880. Scott Seline.

Coleman Oldsmobile, 1721 N. Olden Avenue, Trenton, 609-883-2800. Gary Coleman.

Davies Nissan, Route 130, Hightstown, 609-448-1411.

East Coast Kawasaki/Suzuki, 2915 Brunswick Pike, Lawrenceville, 609-883-3169. Warren Hurtz.

Greenfield Autoworld, 2700 Brunswick Pike, Lawrenceville, 609-882-1000. Stu Layton. Chrysler, Dodge, and Isuzu.

Haldeman Dealerships, 607 Highway 33, Hamilton, 609-586-7600. Dick Peck.

Hertz, 102 Carnegie Center, 609-452-9548. Richard R. LeBlanc.

John Wood Porsche Audi, 3466 Route 1 North, 609-452-9400. Ed Goddard.

Keats Ford, Route 1, Lawrenceville, 609-883-3400. George Dakis.

Lawrence Lexus, 3371 Route 1, Lawrence Commons, Lawrenceville, 609-243-7077. Brian S. Bennett. Sales and leasing.

Lawrence Lincoln Mercury, 2920 Brunswick Pike, Lawrenceville, 609-882-2900. Pete Maxwell.

Lawrence Toyota, 2871 Route 1, Lawrenceville, 609-883-4200. Doug Cucullu.

Lawrence Rent A Car, 2919 Brunswick Pike, Lawrenceville, 609-882-0800. Jim McCafferty.

Malek Chevrolet, 65 East Broad Street, Hopewell, 609-466-0878.

Malouf, Route 1 & Adams Lane, North Brunswick, 908-821-5400. Tony Fodor.

Nassau Conover Motor Co., Route 206 & Cherry Valley, 609-921-6400.

Oasis Car Rental/Rent A Wreck, Route 1 South, Ramada Inn, 609-520-8677. Carl Feinstein.

Peugeot 130, 859 Route 130, Hightstown, 609-448-4144. Matthew Long.

Potter & Hillman Ford, Route 130, Hightstown, 609-448-0940.

Princeton Motorsport, 2910 Route 1, Lawrenceville, 609-771-8040. Robert Greces. Mercedes dealer.

Quality Star Trucks, 1150 Route 1 North, Monmouth Junction, 908-297-2424. Dennis Unger.

Saab-Peugot, 987 Route 206.

Sports & Specialist Cars, 20 Arctic Parkway, Trenton, 609-989-7222. S. Charles Burt.

R & J Turney Motor Co., 348 Route 1, Monmouth Junction, 609-297-1990. Jeff Rauch.

Volvo of Princeton, 2931 Brunswick Pike, Lawrenceville, 609-520-0500. Dave Long.

John Wood BMW, 951 Route 33, Hamilton Square, 609-586-1900.

Z&W Honda, 987 Route 206, 609-683-0722. Kevin Holahan.

Z&W Mazda Volkswagen, 1216 Route 206, 609-921-2325. Dick Semel. Pierre Honnegger.

Automotive Services

Al's Mobile Service, 135 Lawrenceville Road, Lawrenceville, 609-392-8328.

Amoco, Princeton Shopping Center, 609-921-6682. Lyn Simons.

Body by Mule, 550 Route 30, Yardville, 609-585-8244. Ron Mule.

Bridge Auto Body, 277 A Route 31, Pennington, 609-737-1200. Russell W. Robson.

Calhoun's Garage, 782 Route 518, Skillman, 609-924-1587. Dan Calhoun.

Capitol Car Wash, 1617 Princeton Avenue, Lawrenceville, 609-695-6166. Hubert Zeda.

Easy Lube, 67 Mulberry Court, Hamilton, 609-584-1911. Preventive care maintenance.

Elegante Auto Detailing, 3710 Route 1 at Washington Road, Princeton, 609-452-1131. Mick Brown. Waxing and polishing and interior cleaning, scratch removal, leather mending.

Firestone, Quakerbridge Mall, 609-799-2722. Eddie Dee. Bridgestone and Firestone tires and automotive services.

Harold Williams Body Shop, 875 State Road, 609-921-8585. Tom Lemore.

Hopewell Auto Parts, 13 Seminary Avenue, Hopewell, 609-466-0043.

Jiffy Lube, Route 1 & Franklin Corner Road, Lawrenceville, 609-896-3798. Frank McGovern.

Karl Mey's Collision Repair, Box 313, Route 130, Windsor, 609-448-1668. Terry DeCorrevont.

Kingston Garage, Academy Street, Kingston, 609-921-6134. Richard Stewart.

Larini's Service Center, 272 Alexander Street, 609-924-8553.

Larry's Car Care Center, 98 Washington Road, 609-452-9207.

Laser Lube, 2058 Brunswick Avenue, Lawrenceville, 609-396-6983. Christopher Hauck.

Leo's Rural Service Automotive Repair, Route 27 north of Kingston, 908-297-3330. Leo Otway.

Midas Muffler, Brunswick Pike, Lawrenceville, 609-896-1515. Clarence Wormley. Mufflers, shocks, brakes, front end alignments and drive trains.

Montgomery Texaco, Route 206 and 518, Rocky Hill, 609-683-5756. Robert Balogh.

Nassau Mobil, 235 Nassau Street, 609-924-3388. Joe Vaccarino.

Joseph J. Nemes & Sons, Route 206, 609-924-4177. Tires, shock absorbers, exhaust systems, lawn mowers, snow removers. Also automobile repairs.

Norman's Auto Glass, 390 Whitehead Road, Trenton, 609-587-6848. John Farfalla.

Princeton Car Wash, 3515 Route 1, 609-987-9333. Marc Hyman.

Princeton Kar Kare, 43 Princeton Hightstown Road, Princeton Junction, 609-275-4585. Mitch Brown. Cleaning and polishing.

Quaker Bridge Body Shop, Quakerbridge Road, Lawrenceville, 609-799-3119.

R&S Auto Stores, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-882-4112. Ron Stanga.

R.W. Tire, 3275 Quakerbridge Road, Mercerville, 609-588-5555. Russ Comisky. B.F. Goodrich tire specialists.

Somerset Tire Service, Route 206 & Hillside Avenue, 609-921-8200. Kevin Traier.

South's Garage, 36 Moore Street, 609-924-2350. Frank Perna.

STS (Somerset Tire Service), 3930 Route 1 North, Monmouth Junction, 908-821-8900. Dave Stines.

STS Car Service, 2925 Route 1, Lawrenceville, 609-882-8555. Jim Yadlon.

Suburban Wrench, 240 West Delaware Avenue, Pennington, 609-737-1235.

Thul Auto Supply, Route 518, Rocky Hill, 609-921-0033. Lonnie Jones.

Tiger Garage, 343 Witherspoon Street, 609-924-0609. Richard H. Appleby.

Vespia's Goodyear, 1225 State Road, Princeton North Shopping Center, 609-921-8510. Charles W. Huff. Tires, exhaust systems, shock absorbers, auto accessories and also repairs.

Will's Service Center, 880 Alexander Road, Princeton Junction, 609-799-1032. Will Muiznieks.

Beauty Salons

Angles, The Original, 236 Nassau Street, 609-921-2556. Anthony Pecorella.

Another Angle, 362 Nassau Street, 609-924-7733. Patrick Vance.

Arleen's Hair Studio, 154 Princeton Hightstown Road, Princeton Junction, 609-275-0844. Arleen Bernardo.

Artistic Designs, 6 Route 31 North, Pennington, 607-737-0801. Ronald Mason.

Barbra's Studio, 57 Princeton Avenue, Hopewell, 609-466-3966. Barbra Bleecker.

The Beach, 4-6 Hulfish Street, 609-683-0703. Diane Bladecki. Tanning salon.

Beauty Dreams, 812 Route 206, 609-924-4910. Elena Vassilev.

Better Image Inc., 20 Nassau Street, 609-924-0394. Marie Bograd. Electrolysis.

Capricorn II Hair Design, 1225 State Road, Princeton North Shopping Center, 609-924-3163. Millie Colligan.

Center Barber, Princeton Shopping Center, 609-924-6521. Bob Tovar.

Chelsea Crimpers, 14 Spring Street, 609-924-1824. Robert Louvolo.

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Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-771-4449. Carol Jennus.

Classic Hair, 830 Route 206, 609-921-7047.

Colonial Barber Shop, Route 206, Montgomery Shopping Center, Skillman, 609-921-8221. Fred Manno.

Contessa & Co., Route 31, Pennington Shopping Center, Pennington, 609-737-2579. Carol Contessa.

Continental Barber Shop, 38 Witherspoon Street, 609-924-4225. Tony and Bert Sferra.

Cut 47, 47 West Broad, Hopewell, 609-466-1684. Maria Magliacano.

Cuts and Curls for Guys and Girls, 17 North Main Street, Pennington, 609-737-1276. Maryann Gray.

Cynthia's Hair Design, 98 Flock Road, University Plaza, Mercerville, 609-584-9299.

Easy Street Haircutters, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-275-7300. Laurie De Santis.

Emilia's European Skin Care, 15 Cranbury Road, Ellsworth Center, Princeton Junction, 609-799-9620.

Eva's Nail & Skin Studio II, Cranbury Shopping Center, Cranbury, 609-448-5666. Hank Tavares. Massage therapy, manicures, facials, pedicures, hair removal.

Eva's Nail & Skin Care Studio, 227 Washington Road, 609-987-9090.

E.Y. Staats & Co. Haircutters, 10 Moore Street, 609-924-6696. Elaine Staats.

Fingertips and Footprints, 4105 Route 1 South, Suite 13, South Brunswick, 908-274-2211. Alice Keane.

For Pete's Sake, 26 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-1122. Pete Tannura.

Franklin Haircutters, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-297-0007.

French Connection, 211 Rockingham Row, Princeton Forrestal Village, 609-987-8770. Jacques Hennig. Unisex hair salon in business in Princeton area for more than 18 years.

Friends Hair Salon, 2450 Kuser Road, Suite G, Hamilton Square, 609-586-1434. Greg DiLodovico.

Gerard's Hairstyling, 28 Main Street, Kingston, 609-924-3003. Gerard Krafjack.

Hair Experts, Route 206, The Village Shopper, Rocky Hill, 609-921-6572. Jane Ondocin.

Hair Plus, Princeton Meadows Shopping Center, Plainsboro, 609-799-7045. Joe Vitale.

Hair Plus, 153 West Delaware Avenue, Pennington, 609-737-3060.

Head Lines, 842 Route 206, Second Floor, 609-921-2500. Rocky Cleffi.

Head To Toe, 177 Franklin Corner Road, Second Floor, Lawrenceville, 609-895-1581. Cindy Fitzpatrick.

Holiday Hair Fashions, 64 Princeton-Hightstown Road, Princeton Junction, 609-799-9828.

Jack Honore's Barber Shop, 22 Palmer Square East, Palmer Square, 609-924-1326. Bob Chaty.

Invisions Hair, 100 Canal Pointe Boulevard, Suite 112, 609-452-1331. Rick Gillespie. Hair styling, replacement, for men and women.

JC Penney Salon, Quakerbridge Mall, 609-799-8137.

Joel Richards Hair Salon, 160 Pennington Lawrenceville Road, Manors Corner Shopping Center, Lawrenceville, 609-896-9005. Joel Guidotti.

Jolie & Victor Hair Salon, 46 East Broad Street, Hopewell, 609-466-4914. Victor Christiano. Also massage and skin care.

Joseph's of Lawrenceville, 185 Franklin Corner Road, 609-896-1278.

Kennections Hair Concepts, 2911 Route 1, Lawrenceville, 609-882-6868. Kenneth Emma.

La Jolie Coiffure, 31 Hulfish Street, Second Floor, Palmer Square, 609-924-3983. Barbara Rash.

LaMeche Hair Design, Route 206, Montgomery Shopping Center, Skillman, 609-924-7800. Ben Amara and Hans Baetjer.

Le Salon, Kingston Shopping Center Route 27, Kingston, 609-921-9832.

Leon's Studio, 70 Witherspoon Street, 609-921-0112.

Lord's & Lady's Hair Salon, 3535 Route 1, Princeton MarketFair, 609-452-7094. Naomi Goldin.

Macy's Salon, Quakerbridge Mall, 609-799-8020. Leslie Schmidt.

Merle Norman/RK Cosmetics, Suite 38 4095 Route 1, South Brunswick Square, Monmouth Junction, 908-329-9299. Roberta Stein. Cosmetics, fragrances, skin care, and bath products.

Mr. Haircut, 19 Seminary Avenue, Hopewell, 609-466-2577.

Mr. William's Hair Salon, 3043 Route 27, Franklin Park, 908-297-3225. Bill Smith.

Nassau Haircutting, 75 Main Street, Kingston, 609-924-5715.

One Cut Beyond, 4-6 Hulfish Street, Palmer Square East, 609-924-4286. Carl and Debbie Edinger.

Patricia's Hair Design, 357 Nassau Street, 609-683-4114.

Peppi's Hair Design, 133 Washington Street, Rocky Hill, 609-924-1200. Joseph Panzitta.

Premiere Haircutters, 155 Mercer Mall, 609-452-2039. Michael Esgro.

Reflections Hair Design, 48 Phillips Avenue, Lawrenceville, 609-896-9131.

Regis Hairstylist, Quakerbridge Mall, 609-799-8195. Jeff Most.

Rialto Barber Shop, 128.5 Nassau Street, 609-921-8572. Ed Cifelli and Rich Pinelli.

Sensational Tan Inc., Route 130, Warren Plaza Center, East Windsor, 609-443-8267. Patti Cooper. Tanning salon and massage.

Sharelle's Nails, Tanning & Facials, 3800 Quakerbridge Road, Mercerville, 609-587-9600.

Shear Brilliance Hair Salon, 3800 Quakerbridge Road, Mercerville, 609-587-1414. Ciro Moriello.

Michele Sondez Hair Salon, 4040 Quakerbridge Road, Park Plaza, Mercerville, 609-586-0066.

T. Van der Lee Hair Design, 15 Cranbury Road, Princeton Junction, 609-799-4381. Torie Van Der Lee.

Tropical Tan, Route 206, the Village Shopper, Skillman, 609-924-6843. Joe Capra.

Ute Fey Hairstyling, Princeton Shopping Center, 609-921-1834.

Vallerie European Spa, 252 Nassau Street, 609-924-8866. Vallerie Mesaros. Facials, skin care, manicures, hair.

Village Barber, 4 Gordon Avenue, Lawrenceville, 609-896-1146. Joe Guido.

Francis William Hair Salon, 690 Lawrenceville Road, Lawrenceville, 609-882-4022. Francis William. Hair cutters.

Bookstores

Arctic Book Distributors, Route 206, Montgomery Shopping Center, Skillman, 609-924-2121. Richard Strug. Also known as Geostat Map and Travel Center.

B. Dalton, Quakerbridge Mall, 609-799-8198. Laura Maul.

Book Peddlers, 23 West Delaware, Pennington, 609-737-3099. Chris McManimon.

Booktrader of Hamilton, 108 Flock Road, University Plaza, Hamilton, 609-890-1455. John & Joanne Perillo.

Brentano's, 3535 Route 1, Princeton MarketFair, 609-452-7280. Nancy Guilbault. An upscale bookstore with a nice atmosphere and a large travel section.

Bryn Mawr Bookstore, 102 Witherspoon Street, Arts Council Building, 609-921-7479. Jean Bickel. Used books.

Christian Science Reading Room, 178 Nassau Street, 609-924-0919. Veona Finkelstein. Religious books and Bibles, various languages.

Comic Relief, 156-A Mercer Mall, Lawrenceville, 609-452-7548. Steve Gursky. Comic books, collectibles, decals, key-rings too.

Cranbury Book Worm, 54 North Main Street, Cranbury, 609-655-1063. Ralph Schremp.

Doubleday, 69 Palmer Square, Palmer Square, 609-924-4224. Devra L. Polen.

Encore Books, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-297-8022. Mark Dolcemascolo. Books at discount.

Encore Ltd., Quakerbridge Mall, 609-799-8059. Sandra Marino.

Family Book Nook, 52 East Broad Street, Hopewell Village Square, Hopewell, 609-466-4222. Art and Wendy Littman. New and pre-read books.

Farley's Bookshop, 116 Rockingham Row, Princeton Forrestal Village, Princeton, 609-520-1244. Donna Lemaire. A destination stop with deep inventory.

Geostat Map & Travel Center, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-7177.

Lamplighter Bookstore, 240 Nassau Street, 609-921-3366. Dale Simmons. Christian books and gifts.

Little Professor Book Center, South Brunswick Square, Monmouth Junction, 908-329-8333. Jeffrey N. Dubyn. Full line, full-service book store with special orders a speciality; also computerized book searches and mailing services.

McGraw Hill Bookstore, Princeton Hightstown Road, Hightstown, 609-426-5749. Crystal Meszaros. In-house bookstore, open to the public.

Mercer County College Bookstore, 1200 Old Trenton Road, Trenton, 609-586-4800. Mike Massa. Text and general interest books.

Micawber Books, 110 Nassau Street, 609-921-8454. Logan Fox. New and used books, with emphasis on quality literature.

Perrin & Treggett Booksellers, 1338 Route 206, the Village Shopper, Rocky Hill, 609-497-1122. Tom Perrin. specializing in recovery issues,

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Native American issues and feminist issues.

Princeton Book Garden, 164 Nassau Street, 609-497-2901. Victor Lazarow. One of everything that's classic.

Princeton Textbook "The New Store", 6 Nassau Street, 609-921-9105. Paul Wong. Textbooks, copying.

Theological Book Agency, 64 Mercer Street, Princeton Theological Seminary, 609-497-7735. The seminary's bookstore, open to the public.

Pyramid Books, 42 Witherspoon Street, 609-924-6210. James Clark. Books discounted half price, with 30 percent off bestsellers and 20 percent off special orders; cash or credit for your paperbacks.

Rising Sun Bookshop, 33 West Broad Street, Hopewell, 609-466-4465. Roland Roberge. Used books, open Wednesday through Sunday 11 a.m. to 5 p.m.

Scholar's Bookshelf, 51 Everett Drive, Building C, Princeton Junction, 609-799-7233. Abbot Friedland. Mail order.

Smith & Shattuck Bookbinding, 741 Alexander Road, 609-951-0084. George Shattuck. Library, legal and thesis binders, looseleaf binders, report covers, custom presentation folios and boxes, foil stamping.

Titles Unlimited, Princeton Shopping Center, 609-921-8892. Jackie Stein.

Titles Unlimited, Route 31 North, Pennington Shopping Center, Pennington, 609-737-2261. Carolyn Matthews.

Titles Unlimited, 5 Crescent Avenue, Princeton Business Park, E-1, Rocky Hill, 609-924-8296. Pell Wilson. Office of five-store retail book chain.

Titles Unlimited, 5 Montgomery Shopping Center, Rocky Hill, 609-924-8280. Carol Houghton.

Waldenbooks, Quakerbridge Mall, 609-799-8190. Karen Strobino.

Wit & Wisdom, 160 Lawrenceville Pennington Road, Manors Corner Shopping Center, Lawrenceville, 609-896-1999. Roger Williams.

Witherspoon Art & Bookstore, 12 Nassau Street, 609-924-3582. Pat McConahay. Out of print and rare second-hand books.

Cleaners & Tailors

Antonio's Custom Tailoring & Dry Cleaning, 160 Pennington Lawrenceville Road, Manors Corner Shopping Center, Lawrenceville, 609-896-2277. Antonio Stancati.

Craft Cleaners, 64 Princeton-Hightstown Road, Princeton Junction, 609-799-0327.

Craft Cleaners, Route 31, Pennington Shopping Center, Pennington, 609-737-3373. Tom Janick.

Craft Cleaners, 225 Nassau Street, 609-924-3242. Tom Janick. Five locations in Mercer County; seamstress on premises.

Craft Cleaners, 172 Franklin Corner Road, Lawrenceville, 609-896-2313.

Deor Tailor and Dry Cleaning, 345 Witherspoon Street, 609-921-8797. Maria Nahas. alterations, invisible reweaving.

Elite Cleaners, 52 East Broad Street, Hopewell, 609-466-4455.

Gem Cleaners, 584 Lawrence Square Boulevard, Lawrenceville, 609-890-6555.

Hour Glass Cleaners, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-882-6306. Joyce Smith.

International Uomo, RD 1, Etra Road, Hightstown, 609-426-4362. Norm Randolph. Shoe shining (at the Princeton Forrestal Marriott), custom fitting and alterations, and men's fashion consulting.

Jem Cleaners, 33 Princeton-Hightstown Road, Ellsworth Center, Princeton Junction, 609-275-7335. Hank Moon.

John's Shoe Shop, 18 Tulane Street, 609-924-5596.

Kingston Tailor Shop & Dry Cleaning, 64 Main Street, Kingston, 609-924-6883.

Klean King, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-297-1507.

Lee's Laundromat, 52 East Broad Street, Hopewell, 609-466-8589.

Mayflower Cleaners, 55 State Road, 609-924-5144. Richard Vislocky.

Mountain View Cleaners Inc., 1109 Route 206, Belle Mead, 908-359-5449. Andy Campbell.

Mrs. B's Dry Cleaners and Launderette, 1225 State Road, Princeton North Shopping Center, 609-924-1617. Annemarie Brennan.

Nassau Shoe Repair, 180 Nassau Street, 609-921-7552.

New Method Cleaners, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-799-7626.

Perfect Fit, Princeton Shopping Center, 609-683-0166. Maria Bernardes, Monica Leung. Dressmaking; tailoring and sewing.

Press King Dry Cleaners, 51 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-6868.

Quaker Laundromat, 3800 Quakerbridge Road, Mercerville, 609-298-1984. Carman Tolaro.

Ramp Dry Cleaning, Route 206, Montgomery Shopping Center, Skillman, 609-921-7353. Michael Vernoia.

Regency I Cleaners, Route 27, Franklin Park, 609-921-0346.

Sainte Marie Cleaners, 108 Flock Road, University Plaza, Mercerville, 609-890-0886.

Sal's Custom Tailoring & Alterations, 50 Princeton-Hightstown Road, Princeton Junction, 609-275-8204. Sal Marchione.

Snowhite Cleaners, 161B Mercer Mall, 609-520-1121. Sajjad Faruqi. Alterations and cleaning.

Taru's Dry Cleaners, Princeton Meadows Shopping Center, Building B-2, Plainsboro, 609-799-4800. Taru Patel. On premises dry cleaning and shirt laundry; tailoring; suede and leather cleaning.

Towne Cleaners, 48 West Broad Street, Hopewell, 609-466-1112.

University Cleaners, Princeton Shopping Center, 609-924-5060. Paul Gangi.

University Shoe and Luggage Service, 108 Flock Road, University Plaza, Mercerville, 609-587-3999. Kyu Kim.

Verbeyst French Dry Cleaning, Tulane Street, 609-924-0899. Ken Verbeyst. Alterations also.

Village Dry Cleaning, 2661 Main Street, Lawrenceville, 609-896-2584.

Young's Dry Cleaners, 3800 Quakerbridge Road #13, Quakerbridge Convenience Center, Mercerville, 609-890-0612.

CLOTHES

Children's Clothes

Allen's Children's Center, 134 Nassau Street, 609-924-0031. Shirley Abelson. Children's clothing, accessories, furniture.

Children's Outlet, the Marketplace, Route 27, 908-297-4455. Barbara Crawford. Discount children's clothing to size 14.

The Children's Place, Quakerbridge Mall, 609-799-8065.

Country Kids, Princeton Shopping Center, 609-924-7950. Lyndsy Gumbiner. Children's and infant's apparel and accessories.

Gap Kids, 3535 Route 1, Princeton MarketFair, 609-452-0065. Missy Gilbert. Children's clothing and baby wear (Baby Gap).

Gap Kids, 43 Hulfish Street, Palmer Square West, 609-921-6945. Gretchen Herrel.

Gymboree, 3535 Route 1, Princeton MarketFair, 609-452-1221. Holly Fogg. Children's clothing, accessories, and other fun things.

Kids R Us, Mercer Mall, 609-987-0040. Lisa McKormic.

Men's Clothes

Adam Ross, 3535 Route 1, Princeton MarketFair, 609-987-8818. Gianni Crismanich. High fashion men's clothing; other stores in Cleveland and Fort Lauderdale.

Harry Ballot Clothiers, 20 Nassau Street, 609-924-0451. David Wendroff. Traditional men's clothing, such labels as Oakloom, Byford, MacGeorge, Jaeger, Eagle shirts, Liberty neckwear.

B.F.O. Menswear, 100B Mercer Mall, 609-452-0700. Pat Thomas. Discounted clothing, with brands such as Giorgio Armani, Ralph Lauren; you arrange your own tailoring.

Chess King, Quakerbridge Mall, 609-799-9708. Bill Gahres. Inexpensive men's sportswear, casualwear and accessories.

Dilorio's Men's Store, Route 31 at West Delaware Avenue, Pennington Shopping Center, 609-737-1524. James Dilorio. Suits from $285 to $700 and up: Hart Schaffner Marx, Downing Street, Palm Beach, Izod, Arrow, Corbin, Berle.

J. Riggings, Quakerbridge Mall, 609-799-8505. Todd Pierce. Men's clothing, suits from $99 to $225, private labels.

Jack n Jules Men's Shop, 950 Route 33, Hamilton Square, 609-586-8808. Oleg Cassini, Harve Bernard, Philippe Gabriel, Jaymar Ruby.

Jack's Custom Shops, 6090 North Olden Avenue & Prospect Street, Ewing, 609-883-2929. Jack Zaifman. Clothing for men: H. Freeman, Hickey Freeman, Tallia, Members Only sportswear.

Oak Tree, Quakerbridge Mall, 609-275-9004. Men's clothing.

Pino's Formal Wear, 3535 Route 1, Princeton MarketFair, 609-452-0921. Mark Borg. Men's formal wear for sale or rent.

Pino's Formal Wear and Tailoring, Route 206, the Village Shopper, 609-924-6277.

Rogers Clothes, Quakerbridge Mall, 609-799-4141. Thomas B. Beisswanger. Suits from $130 to

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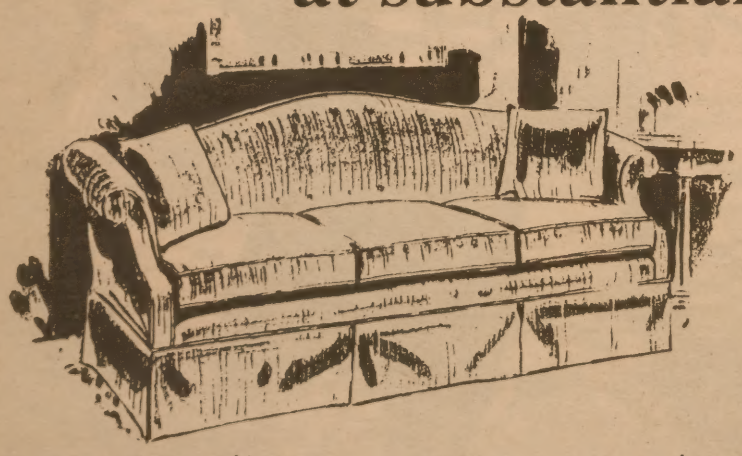

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Alan Royce Fine Clothing, 20 Nassau Street, 609-924-1746. Alan Haines. Updated traditional clothes, such labels as Norman Hilton, Country Britches, Freedberg, Perry Ellis, Gitman and Ferel Reed shirts.

Small's Formal Wear, Quakerbridge Mall, 609-275-4441. For sale or rent.

Tie Rack, Quakerbridge Mall, 609-799-3838.

Wallach's, Quakerbridge Mall, 609-799-5880. Paul Pascoe. Suits from $300 to $700, Hart Schaffner Marx, Austin Reid, Christian Dior, Burberry.

Webster Men's Wear, Quakerbridge Mall, 609-799-0890. James Nau. Suits from $250 to $350, Circola Moda, New Territories, Private Line.

Men's & Women's

ACA Joe, 107 Main Street, Princeton Forrestal Village, 609-243-0060. Marci Hart.

Attivo, Quakerbridge Mall, 609-799-3374. Robin Pennet. High-tech Italian fashions.

Banana Republic, 17 Palmer Square East, Palmer Square, 609-921-8111. Cathy Gigliotti.

Benetton, 21 Hulfish Street, Palmer Square, 609-921-2886. Ty Turner. Trendy.

Benetton, Quakerbridge Mall, 609-799-0514.

The College Outlet Stores Company, 22 Chambers Street, 609-683-5355. Neil H. Swanson.

Copper Rivet, Quakerbridge Mall, 609-799-3113. Paul Bencivengo. Shorts, T-shirts, etc.

The English Shop, 32 Nassau Street, 609-924-7100. Herbert K. Mihan. Fine traditional clothing for ladies and gentlemen.

Epstein's, 3535 Route 1 South, Princeton MarketFair, 609-987-1777. Madeline Lonski. Better brand name fashions for men, women, children. Free gift wrapping and most standard alterations free.

The Gap, 3535 Route 1, Princeton MarketFair, 609-683-7893. Jane Valick. Sportswear.

The Gap, Quakerbridge Mall, 609-799-8144.

The Gap, 11 Hulfish Street, Palmer Square West, 609-921-2622.

H. Gross Outfitters, 1 Palmer Square, Palmer Square, 609-924-6088. Henry Gross. Clothing and accessories, much with university logos.

J. McLaughlin, 17 Witherspoon Street, 609-497-9717. Elizabeth Howard. Traditional sportswear.

Jeans West, Quakerbridge Mall, 609-799-7993.

Knits & Pieces, Princeton Marketfair, 609-520-8737. David Fierabend. Men's and women's sweaters, jewelry, and accessories.

Knits & Pieces, 112 Village Boulevard, Princeton Forrestal Village, 609-520-6661. Keith Lachapelle.

Landau's of Princeton, 114 Nassau Street, 609-924-3494. Fax: 609-924-3680. Robert Landau, Lynne Lahey. Icelandic sweaters and other fine woolen clothing, including coats, mostly for women, some men's.

Leather Warehouse, 404 Mercer Mall, 609-951-9446. Jason Ballinger. Leather apparel and accessories.

The Lodge, 19 Hulfish Street, Palmer Square North, 609-924-8328. Nina Koven.

Mark, Fore & Strike, 111 Rockingham Row, Princeton Forrestal Village, 609-520-9122. Laura Richardson. Classic labels such as Korbin and Nautica for men, Robert Scott and David Brooks for women.

Merry Go Round, Quakerbridge Mall, 609-799-6206. Lee Leonard.

Pants Saloon, North Harrison Street, Princeton Shopping Center, 609-924-6276. Jim Cloer. Levi's jeans, sportswear for all ages, free alterations.

Polo/Ralph Lauren, 100 Village Boulevard, Princeton Forrestal Village, 609-520-0777. Ron Lucas. Classic clothing and accessories, with the ubiquitous designer label, also furniture and linens.

Princeton Army and Navy Store Inc., 14.5 Witherspoon Street, 609-924-0994. Michael Bonin. Casual quality clothing at discount: Levi Strauss, Lee, Dickie, Eastpak, Herman shoes; sweaters, hiking boots and camping accessories; custom screen printing.

Reynolds, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-7525. Lisa Estler.

Roots Inc., 124 Village Boulevard, Princeton Forrestal Village, 609-520-1111. Ashley Morgan. Men's and women's tailored clothing, sportswear, private label plus Hickey Freeman, Southwick & Joseph Abboud suits, Robert Talbot ties.

Ross Dress for Less, 105 Mercer Mall, Route 1 & Quakerbridge Road, Lawrenceville, 609-520-8878. Edward Decker. Clothing and shoes for men, women, and children, also cosmetics, gifts, and accessories.

T.J. Maxx, 135 Mercer Mall, 609-452-7092. Carrol Fisher. Reduced-price clothing for men, women, and children. Owned by Hit or Miss.

Wilsons Suede/Leather, Quakerbridge Mall, 609-799-9250. Lori Gallagher. Leather outerwear and accessories.

Windsor Shirt Company, 3535 Route 1, Princeton MarketFair, 609-987-8727. Mark Boxer. Off-priced men's and women's shirts and accessories.

Thrift Shops

Hand-Me-Downs, 31 Railroad Place, Hopewell, 609-466-1606.

Kids Closet, 1722 Old Trenton Road, Cranbury, 609-426-0444.

Mother's Day Consignment Shop & Boutique, 150 Witherspoon Street, 609-683-7714. Shauna Flynn. New and gently used maternity clothes, children's clothing and furniture. Also formal wear rental, gifts and the "Little Bit of Ireland" corner.

Nearly New Shop, 234 Nassau Street, 609-924-5720. Formerly the Outgrown Shop, run by Princeton Day School.

Princeton Consignment Boutique, 61 Main Street, Kingston. 609-924-2288. Kitty Forward. Specialty of designer clothes for women and men.

Second Time Around, 14 North Main Street, Pennington, 609-737-2828.

Women's

Annie-Sez, Route 1 and Texas Avenue, Lawrenceville, 609-771-9474. Heavily discounted.

Au Coton, Quakerbridge Mall, 609-275-6626. Beth Hyman. Accessories and active wear priced under $30, made in Canada.

Audrey Jones, 216 Rockingham Row, Princeton Forrestal Village, 609-734-9391. Marsha Sammel. Upscale clothing for women sizes 14 to 26.

Avant-Garde, 106 Main Street, Princeton Forrestal Village, 609-520-1199. Fred and Michelle Benhaim. Day-into-evening clothing and evening wear, prom dresses to ball gowns.

Bare Necessities, the Marketplace, Route 27, 908-297-0493. Lisa Statem. Off-price lingerie.

Biarritz, 19 Palmer Square East, Palmer Square, 609-683-1443. Katherine Solley. Special occasion dresses, also career dresses, petites, and lingerie. Such labels as Maggy London and Dennis Goldsmith.

Blue Violet, 3535 Route 1, MarketFair, 609-951-9218. Gina Downs. Unusual clothing and accessories for women.

Bridal Party, 17 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-9000. Gloria Cirulli. Evening gowns and bridal wear, accessories.

Casual Corner, Quakerbridge Mall, 609-799-8060. Carol Peck. Women's clothing, such labels as Kishi, Tahari, Michelle Stuart, Kasper, P.S.I., other career dressing and active wear.

Champagne Taste Boutique, 3535 Route 1, Princeton MarketFair, Princeton, 609-951-9278. Arlene Brown. Clothing, jewelry.

Charter Club, 221 Rockingham Row, Princeton Forrestal Village, 609-243-0396. Evelyn Moore. Classic clothing for petites and regular women; a division of Macy's.

Deb Shop, Quakerbridge Mall, 609-799-9823. Christine Richardson.

Distinctive Style, Princeton-Hightstown Road and Route 130, East Windsor, 609-448-2170. Eileen Beherman.

Dress Barn, 97 Mercer Mall, 609-452-8822. Laura Trojan. discount clothing.

Edith's Lingerie Shop, 30 Nassau Street, 609-921-6059. Edith Zuckerman. Fine lingerie, swimwear, loungewear, personal service and mastectomy fitting.

Fantasies Unlimited, 2978 Route 1 North, Lawrenceville, 609-588-0363. Shirley Tyndale. Wedding dresses and ball gowns to rent as well as buy, 1,750 dresses on color-coded racks, plus accessories.

Fashion Bug/Fashion Bug Plus, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-6311. Janice Farquharson.

Fashion Finds, the Marketplace, Route 27, 908-572-8800. Alan Rubin. Sportswear under $10.

G&G, Quakerbridge Mall, 609-799-9711. Natalie Brown.

Hit or Miss, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-297-5955.

Hit or Miss, 101A Mercer Mall, 609-452-8937. Barbara Kihm.

Hit or Miss, 1225 State Road, Princeton North Shopping Center, Princeton, 609-924-1219. Chris Hicks.

Hit or Miss, 39 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-8747. Mary Temple.

Imagine.., 385 Route 130 at 571, East Windsor, 609-443-3600. Barry Fritz. Discount women's clothing.

Jaeger, 47 Palmer Square West, Palmer Square, 609-683-4277. Jacqueline Swayze. Better women's sportswear.

Kismet Boutique, 4-6 Hulfish, Palmer Square, 609-921-6786.

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Continued from preceding page

Lane Bryant, 3535 Route 1, Princeton MarketFair, 609-452-0171.

Laura Ashley, 46 Nassau Street, Palmer Square, 609-683-4760. Cathy Ollwerther. Women's clothing, plus home accessories, all in characteristic flower prints.

Laura Ashley Mother and Child, 13 Palmer Square West, Palmer Square, 609-683-1300. Cathy Ollwerther. Women's dresses and children's clothing.

Lerner Shop, Quakerbridge Mall, 609-799-8083. Caroline Jairdullo.

The Limited, Quakerbridge Mall, 609-799-8283. Moderate-priced contemporary women's clothing.

Limited Express, Quakerbridge Mall, 609-799-5357.

The Limited, 3535 Route 1, Princeton MarketFair, 609-520-9490.

Loulette, 115 Main Street, Princeton Forrestal Village, 609-520-9120. Loulette Wolfson. Specialty boutique, European fashions.

M.J. Carroll, Quakerbridge Mall, 609-275-1413. Anne Amiott. Private label store, subsidiary of the Petrie chain based in Detroit.

Maggie K. Special Sizes, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-530-1609. Andrea Klozowski. Petites and plus sizes for women.

Marianne Plus, Quakerbridge Mall, Lawrenceville, 609-799-1909. Karen Nurko. Larger sizes for full-figured women.

Marianne Shop, Quakerbridge Mall, 609-799-6208. Kathie Degan.

Merrick's on Moore, 6 Moore Street, 609-921-0338. Barbara Racich. Such labels as Go Silk, Victor Costa, Steve Frabrikant, Ronnie Heller, Albert Nipon.

Moonstruck, South Brunswick Square, Monmouth Junction, 908-329-8844. Lina Reiss.

Mothercare, South Brunswick Square, Monmouth Junction, 908-329-2332. Theresa Logan. Clothing for pregnant women, also for children.

Motherhood, Quakerbridge Mall, 609-799-7147. Elke Richter. Maternity attire.

Mothers Work, 110 Rockingham Row, Princeton Forrestal Village, 609-452-9150. Ruth LaCava. Maternity clothes for the workplace.

Mother's Choice, 3535 Route 1, Princeton Marketfair, 609-987-0202. Michael and Cheryl Saft. Career womens' maternity clothing plus newborn, layette, and children's clothes.

New York Furriers, 2540 Route 1, Lawrenceville, 609-883-7011. Steven Brofman.

No Name, Quakerbridge Mall, 609-799-9856. Sharon Donnelly. Yes, that is the name.

Ormond's, Quakerbridge Mall, 609-799-8140.

Pants Place, Quakerbridge Mall, 609-799-5579. Mary Murphy.

Paris Boutique, 33 Witherspoon Street, 609-924-9712. Joyce Lien. Also alterations.

Paul Harris, Quakerbridge Mall, 609-799-8676. Patricia Wirth.

Petite Sophisticates, 3535 Route 1, Princeton MarketFair, 609-520-8846. Rori Stansky.

Piccadilly, 200 Nassau Street, 609-924-5196. Preppy.

Positive Image, South Brunswick Square, Monmouth Junction, 908-329-3009. Peggy Turkiewicz. Career clothes and sportswear, some discounted brands.

Princeton Furs by Marvin, 66 Witherspoon Street, 609-921-2660. Marvin Schneider.

Reynolds, 23 West Delaware Avenue, Pennington, 609-737-0313. Nancy Bremble. Medium to better, traditional to update.

Hedy Shepard Ltd., 195 Nassau Street, 609-921-0582. Hedy Shepard. Designer labels.

Size 5-7-9, Quakerbridge Mall, 609-799-1336. Bobby Adams. Junior sizes.

Stacy, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-2821. Robert Albert. Dresses, accessories, coats, furs, cosmetics.

Steilmann European Selection, 15 Hulfish Street, Palmer Square, 609-683-5650. Jacky Alford. Sportswear, knits, and outerwear made in Dusseldorf, with such fashion labels as KL by Karl Lagerfeld, and KS.

Sweet Kendall, 110 Village Boulevard, Princeton Forrestal Village, 609-520-1230. Maureen Barna. Vintage wedding dresses, dresses, and accessories; also designer labels.

Sy-Lene's, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-883-8088. Joseph Lieberman. Lingerie.

Talbots, 42 Nassau Street, Palmer Square, 609-683-1818. Kelly Givens. Labels including Herman Geist, Gianni, Albert Nipon, Jones New York, and LaChine.

Tall Fashions and Footwear, 1905 Route 33, Hamilton Square, 609-586-7777. Ann Vandenbergh.

Ann Taylor, 72 Palmer Square West, Palmer Square, 609-924-8335. Caroline Young. Better women's clothing, private label, plus such labels as Tahari, Joan Vass, Gordon Henderson.

Ujena of California, 979 Route One, Fashion Plaza, North Brunswick, 908-828-8181. Douglas R. Siemons. Mix and match bikinis, swimwear, exercise wear.

Unique Bridal Design, 43 Main Street, Kingston, 609-921-0002. Nancy Issler. Custom-designed evening and bridal gowns, bridal accessories.

Units, 3535 Route 1, Princeton MarketFair, 609-520-1166. Gretchen Herrel. Easy-wear women's clothing coordinates.

Victoria's Secret, 3535 Route 1, Princeton MarketFair, 609-520-8898. Eveline Porter-Powell. Provocative lingerie and sportswear.

Victoria's Secret, Quakerbridge Mall, 609-799-3966. Patty Silber.

Woman's World, Quakerbridge Mall, 609-799-1411. Maureen Baker. Larger sizes, starting at size 16.

Zoli, 5 Palmer Square West, Palmer Square, 609-497-9212. Richard & Bethea Uhlarik. Unisex, contemporary upscale clothes for women.

Computers

Computer Factory, 150 Mercer Mall, Lawrenceville, 609-520-0095. Rick Yoss.

Computer Resources Co., CRC, 3490 Route 1, Princeton Service Center, Princeton, 609-987-9797. Tom Hille.

East Coast Microsystems, 165 Wall Street, Princeton, 609-683-1575. Jerry Ianni. New and used.

Egghead Discount Software, 2901 Route 1 Plaza, Lawrenceville, 609-883-5800. Dan Herbert.

The Electronics Boutique, Quakerbridge Mall, Lawrenceville, 609-799-8219. Dave Yelenchic.

Entre Computer Center, 47 State Road, Princeton, 609-683-4141. Semyon Roitman.

MDI Computer Store, Routes 130 & 571, East Windsor, 609-443-0900. Robert Bookman.

MicroTree Inc., Princeton Business Park, Suite F-1, Rocky Hill, 609-683-8088. Chu-Hseng Tai. Wholesale and retail sales.

PC Warehouse, 3800 Quakerbridge Road, Hamilton, 609-586-8555. David Chen. Wholesale and retail.

Pennsylvania Computer Center in Princeton, 266 Witherspoon Street, Princeton, 609-921-0666. Gladys Means.

Princeton Computer Products, 11 Deer Park Drive, Suite 118, Building 4, Monmouth Junction, 908-274-0770. Mark Wolinsky.

Princeton Computer Services, 12 Roszel Road, Suite B 103, Princeton, 609-452-8747. Sunny Phanse. Sales and service.

Princeton PC Systems, 235 Wall Street, Princeton, 609-924-0200. Dennis Lytle. Sales and rentals.

Radio Shack, Quakerbridge Mall, Lawrenceville, 609-799-8077. Kir Tomasso. Also other Radio Shacks.

Valcom Computers (Clancy Paul), Princeton Shopping Center, Princeton, 609-683-0060. Dan Cortese. Also the **Clancy Paul/Valcom Technical Center**, 609-924-4444. Tom Desisto. Service and repair.

Copy Shops

AAA Reprographics, 14 East 6th Avenue, Hamilton, 609-588-8080. Pat Arnold.

AlphaGraphics, 4095 Route 1 South, 27 South Brunswick Square, South Brunswick, 908-329-8900. Joe Schwartz. Printing, duplicating, self-service desktop publishing, fax service, invitations, copying.

American Speedy Printing Centers, 3345 Route 1 South, Mercer Mall, 609-452-8111. Ellis Galimidi.

Chroma Copy, 7 Deer Park Drive, Suite 007, Monmouth Junction, 908-329-0029. Nicholas D. Visalli. Color graphic services.

Colonial Printers, 266 Witherspoon Street, 609-921-1350. Dana R. Nini.

Copi-Rite, 2251 Highway 33, Hamilton, 609-587-1100.

The Copy Center, 575 Ewing Street, 609-921-2748. Jack Oliver.

Easy Graphics & Rapidgraphics, 745 Alexander Road, University Park Plaza, 609-799-3279. Kenneth Seibel.

FLM Graphix, 743 Alexander Road, 609-987-0666. Ronald Henwood.

Gnomon Copy, 6 Nassau Street, 609-921-7888.

Kinko's Copy Center, 33 Witherspoon Street, 609-921-2679. James Berish.

LDH Printing Unlimited, 417 Wall Street, 609-924-4664. LaVerne D. Herbert.

Michael's Kwik Printing, 403 Mercer Street, Hightstown, 609-443-6323. Manny Sharoff.

Minute Man Press, 2101 Nottingham Way, Hamilton, 609-586-3838. Sue Kochy.

Minute Press, Princeton Shopping Center, 609-921-7434. John Emerick. Graphics designs, offset printing, typesetting, copying and social stationery.

PDQ Press, 43 Princeton-Hightstown Road, Princeton Junction, 609-799-2800. Mark Kimmel.

PIP Printing, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-275-4544. Pegie Morris.

Press Room, 10 South Tulane Street, 609-924-5240. Ted Altomari. Printing, copy service, binding, fax service, typesetting.

Princeton Printing Company, 14 Nassau Street, 609-921-6230. Chris

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Wright. Printing, graphics, editorial, and bindery services.

Princetonian Graphics, 3490 Route 1, Suite 12.5, 609-452-9322. Ven Iyer.

Print-It, 12 Witherspoon Street, 609-924-2013. Jim Townsend.

Quick Print, 252 Nassau Street, 609-921-1573. Ed Kozarski.

S & A Duplicating, 5 Independence Way, First Floor, 609-987-0655.

Lewis Scheller Printing, 6-60 Towne Center Drive, Hidden Lakes Towne Center, North Brunswick, 908-821-8882. Lewis Scheller.

Sir Speedy, 3100 Quakerbridge Road, Hamilton Square, 609-452-8860. Dave Kaplan. Printing and copy services.

Sprint Print, 141 5th Street, off Spruce, Ewing Township, 609-896-1517. Stacy C. Bevis.

Triangle Reprocenter, 4260 Route 1 North, 908-329-6660. Barry Boucher. Copying, blueprints, fax, photo reproduction, dry mounting, offset, color copying, circuit negatives, stats, binding.

Triangle Reprocenter/Western Union, 49 Hulfish Street, Palmer Square, 609-924-4630. Bill Howard. All the Triangle services plus Western Union services.

Triangle Reprocenter, 212 Carnegie Center, Suite 106, 609-987-8300. Tom Stephens.

Triangle Reprocenter, 7 Route 31 North, Pennington, 609-737-0700. Tony Conte.

Triangle Reprocenter, 1225 State Road, Princeton North Shopping Center, 609-921-9525. Sam Carnevale.

Wynwood Printing, 4105 Route 1 South, Suite 11, Wynwood Plaza, Monmouth Junction, 908-274-2414. Ken Gordon.

Drugs & Cosmetics

Beauty Barn, The Marketplace Route 27, 908-297-5144. Dawn Buess. Discount cosmetics.

Cosmetics Plus, Mercer Mall, 609-520-0066. Jennifer Jeffens. Off-price cosmetics outlet.

CVS Pharmacy, 10 Schalks Crossing Road, Plainsboro Town Center, 609-275-9417. Charles Richard.

CVS Pharmacy, 172 Nassau Street, 609-683-1337. Jeff Leader. Also sells milk, bread, and newspapers.

CVS Pharmacy, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-1950. Rick Hoffman.

CVS Pharmacy, Quakerbridge Mall, 609-799-2234. Jeff Roman.

DelVal Pharmacy, Route 31, Pennington Shopping Center, Pennington, 609-737-0900. Leo Brummel.

Drug Emporium, 99 Mercer Mall, 609-987-9480.

East Windsor Pharmacy, Routes 130 & 571, East Windsor, 609-448-1210.

Hopewell Pharmacy, 1 West Broad Street, Hopewell, 609-466-1960. James V. Palmieri.

Lawrenceville Pharmacy, 2645 Main Street, Lawrenceville, 609-896-0291. J.A. Vitella.

Montgomery Pharmacy, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-7123. Herb Novitz.

Oyer's Pharmacy and Card Shop, Pennington Circle, Pennington, 609-737-2200. Neil E. Edwards.

Penlar Pharmacy, 160 Pennington Lawrenceville Road, Manors Corner Shopping Center, Lawrenceville, 609-895-0444. Norman Shack.

Pennington Pharmacy, 2 North Main Street, Pennington, 609-737-0133. David R. Miller.

Princeton Meadows Pharmacy, Princeton Meadows Shopping Center, Plainsboro, 609-799-1999. Jeffrey Charen.

Super X, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-4334. John Reimann.

Thrift Drug, Princeton Shopping Center, 609-924-6125. Joel Romig.

Electronics

Hal's Stereo & Video, Route 1 and Texas Avenue, Lawrenceville, 609-883-6338. David Kossoff.

Laraco Electronics, 2851 Brunswick Pike, Lawrenceville, 609-883-5523. Gary Brodbeck.

Nobody Beats the Wiz, Mercer Mall, 609-734-9300. Dean Brown.

Radio Shack, 1225 State Road, Princeton North Shopping Center, Princeton, 609-924-1929. Winthrop Pike.

Radio Shack, Princeton Shopping Center, 609-924-2547.

Radio Shack, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-8975. Tom Ricigliano.

Radio Shack, South Brunswick Square, Monmouth Junction, 908-329-8220. Harry Halbkram.

Sound Automotive, 219 Clarksville Road, Lawrenceville, 609-799-7777. Peter Beck. Car stereos.

Wall to Wall Sound, Quakerbridge Mall, 609-799-4040. Robert Murray. Records, tapes, CDs, stereo equipment.

Woodbridge Stereo, 127 Village Boulevard, Princeton Forrestal Village, 609-520-0505. Marc Chelnick.

Flowers, Plants, Trees

Adorn, Route 1 and Texas Avenue, Lawrenceville, 609-882-0300. Nancy Jones. European-style flower market specializing in fresh and silk flower designs; same day delivery.

Ambleside Gardens & Nursery, Route 206, Belle Mead, 908-359-8388.

Bayberry Florist, Ridge Road, Monmouth Junction, 201-329-6616.

Baumley Nursery, 580 Route 27, Kingston, 908-821-6819. Jeff Baumley.

Boutonniere by Guy, 242.5 Nassau Street, 609-924-0140.

By Design, Kingston, 609-683-9485. Carroll Bever. Flower creations for corporate and private occasions.

Carkhuff's Patio and Garden Centers, 3790 Route 1 North, Monmouth Junction, 908-297-1886. Donald R. Carkhuff.

Country Florist & Greenhouse, Princeton Meadows Shopping Center, Plainsboro, 609-799-3440. Linda Myers.

Creative Hydroponics, 411 Towne Center, Route 206, Hillsborough, 908-359-7171. Donna Hallmann. Soil-free plants, leasing plan to offices, "house calls" to recommend plants for lighting conditions.

Flower Basket, 1225 State Road, Princeton North Shopping Center, Princeton, 609-924-2600. Patty Freeman.

Flower Basket, 2 Hulfish Street, 609-520-0788. Julio Rodriguez. Also at Princeton North Shopping Center on Route 206.

Flower Market, 26 1/2 Witherspoon Street, 609-683-4008. Ray Wadsworth.

Flowers by Robert, 846 Route 33, Hamilton Square, 609-586-9595. Robert Beihl.

Frugal Flowers, 108 Nassau Street, 609-683-0200.

Great Expressions, South Brunswick Square, Monmouth Junction, 908-329-6464. Harry Typaldos. Fresh and silk flowers, crafts, wreaths.

The Greener House, Princeton Shopping Center, 609-924-7718. Peggy Sealfon. Full service florist with specialty of hydroponic (soil-free) plants; gourmet baskets and balloons; hydroponic plantscaping for corporate interiors and maintenance service.

The Greener House, Route 206, Montgomery Shopping Center, Skillman, 609-924-4820. Peggy Sealfon.

Hopewell Country Florist, 21 East Broad Street, Hopewell, 609-466-2445. Sheryll Van Arsdale.

Judy's Flower Shop, 360 Nassau Street, 609-924-9340. Barbara DeLuca.

Kale's Nursery & Landscape, 133 Carter Road, 609-921-9248. Barbara Davidson.

Kingston Flower Company, 5 Main Street, Kingston, 609-924-8682. Toscania Bilanco. Full service florist featuring exotics and wildflowers, tropical rainforest imports; special services for corporate accounts.

Krosnick's, 1764 N. Olden Avenue, Trenton, 609-883-4565. Max Krosnick.

Lawrence Road Florist, 1365 Lawrenceville Road, Lawrenceville, 609-882-6345.

Makrancy's, 3535 Route 1, Princeton MarketFair, 609-520-0171.

Marrazzo's Manor Lane Florist, Route 27, Food for Thought, Kingston, 609-921-0005. Dan Marrazzo.

Mazur Nursery, 265 Bakers Basin Road, Lawrenceville, 609-587-9150. Irene Perna.

The Mill, 250 South Main Street, Pennington, 609-737-3290. Rebecca Morrison. Florist with silk and dried flowers, gifts, fruit baskets, corporate account service.

Monday Morning Flower and Balloon Co., 20 Nassau Street, Suite 112, 609-497-2090. Georgianne Vinicombe.

Obal Garden Center, 516 Alexander Road, 609-452-2401. Walt Obal.

Perna's Plant & Flower Shop, 189 Washington Road, 609-452-1383.

Peterson's Nursery, 3730 Lawrenceville Road, 609-924-5770. Charles Peterson.

Plant Pavilion, Route 31, Pennington Shopping Center, Pennington, 609-737-0414. Vera Christianson.

Princeton Flower Shop, 306 Alexander Road, 609-924-1840. Richard Kisco.

Rosedale Mills, 274 Alexander Road, 609-924-0134. John Hart Sr. Farm and garden supplies; animal feeds.

Shearer/Penn, 206 Washington Road, 609-924-2800. Sam Willard. Tree surgeons who sell Christmas trees in season from 300 Basin Road in Trenton.

Stony Brook Gardens, Route 31, Pennington, 609-737-7644. A.R. Willey. Garden and landscape center.

Tourine's Christmas Tree Farm, RD3 Box 392A, Robbinsville, 609-259-7079. Frank & Joanne Tourine.

Tree King Plant Mart, 1975 Klockner Road, Trenton, 609-587-7294. Juan Quinones.

Wildflowers of Princeton Junction, 164 Cranbury, Princeton Junction, 609-275-6060. Michael Piccioni.

Woodwinds Associates, Princeton-

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Continued from preceding page

Kingston Road, 609-924-3500. Sam de Turo Jr. Tree surgeons and landscapers.

FOOD

Bakeries

Iommelli's Bakery, 830 State Road, Route 206, 609-683-0461. Nick Iommelli. Specializes in Italian pastry.

Larry O's Bakery, 3800 Quakerbridge Road, Mercerville, 609-586-3535.

Princeton Bakery, Princeton Shopping Center, 609-924-9617. Fira Simanovsky. Kosher items available.

Swiss Bakery & Deli, 2791 Brunswick Pike, Lawrenceville, 609-771-0660. John Franc.

Village Bakery, 2 Gordon Avenue, Lawrenceville, 609-896-0036. John McGlynn.

Caterers

Catering Company, Route 518, Blawenburg, 609-921-7616. Jennie Hartshorne.

Catering Creations, 15 Chandler Court, Plainsboro, 609-275-3719. Arlene Infante Turner.

Jim Duffy & Sons, Inc., P.O. Box 1244, 609-683-0266.

Orchard Catering Company, B4 Carver Place, Lawrenceville, 609-895-0487. Mary Kelly-Wirtz.

Vincent's Catering, Box 336, Cranbury, 609-799-3393. Pam Weston.

VIP Caterers Inc., 21 Phillips Avenue, Lawrenceville, 609-896-3840. David Cooperman. Professional custom caterers for home, office or any off-premise location.

Liquor & Beer

Beverage Barn, 219 Clarksville Road, RD 12, Lawrenceville, 609-799-2222. Leonard Anklowitz.

Claridge Wine & Liquor Co., Princeton Shopping Center, 609-924-0657. Jeanne Rothar.

Cream Ridge Winery, Route 27, Food for Thought, Kingston, 609-921-2016.

Ellsworth's Wines and Liquors, Cranbury Road, Princeton Junction, 609-799-0530. Shawn Ellsworth. Also a gourmet deli.

Historic Hopewell House, 48 West Broad Street, Hopewell, 609-466-1937. Peter J. Zakia.

Kingston Wine and Liquor, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-2324.

Parnett's Community Liquors, 23 Witherspoon Street, 609-924-0750. Tobie Parnett.

Plainsboro Package Store, Schalks Crossing Road, Plainsboro, 609-799-0989. Aaron Rothermel.

Princeton Wine & Liquor, 174 Nassau Street, 609-924-0279.

Towne Wine and Liquor, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-3121. Dave Bender, Michael Mironov.

Varsity Liquors, 234 Nassau Street, 609-924-0836.

Viking Liquors, 47 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 609-297-7299. Sandy Mironov.

Health Foods

Foods for Life Inc, 21 West Delaware Avenue, Pennington, 609-737-7355. Thomas Nyce.

GNC, Quakerbridge Mall, 609-799-9801. Joe Banky. General Nutrition Center, vitamins and cosmetics.

Healthy Habit, 3800 Quakerbridge Road, Mercerville, 609-584-8222. Rich LiMata.

Nutrition Center, Route 130 Warren Plaza West, Hightstown, 609-448-4885. Becky Russell.

Princeton Health Foods, 126 Nassau Street, 609-921-8002. Katherine Roche'. Includes take-out shakes, sandwiches, and soups, groceries, natural beauty aids, Vitari whipped fruit cream.

Shaklee, 135 Harmony Avenue, Lawrenceville, 609-393-4349. Nick Mellis. Health foods, vitamins and beauty aids.

Vitamin Health Center, Quakerbridge Mall, 609-799-3670. Vitamins and supplements.

Village Health Store, 2649 Main Street, Lawrenceville, 609-896-0446. Health food and vitamins. **Whole Earth Center**, 360 Nassau Street, 609-924-7377. Kathy Corrado. A complete line of health and natural foods. Deli number is 609-924-7421.

Wholesome Living Center, Route 27, Food for Thought, Kingston, 609-683-4005. Sheryl Stanley. Vitamins, natural foods, herbs, body building supplements.

Groceries

Acme Markets, 64 Princeton-Hightstown Road, Princeton Junction, 609-452-2354.

Davidson's, 255 Nassau Street, 609-924-4993. Lou Funk.

Davidson's Foodtown, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-6461. Greg Dechirico.

Farm Stand, 4030 Quakerbridge Road, Trenton, 908-821-4592. Richard Guarini.

Foodtown, Princeton Meadows Shopping Center, Plainsboro, 609-799-0442. Harvey Weinberg.

Foodtown, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-4420. Keith Ramsey.

Golden Mushroom, 354 Nassau Street, 609-924-2628. Oriental food.

Grand Union, 1225 State Road, Princeton North Shopping Center, Princeton, 609-921-9792. Tom Kordusky.

Grand Union, 200 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-8288.

Jane Fond Grocery, 158 Mercer Mall, 609-452-1055. Thomas Liao. Oriental specialty groceries.

Krauszers, 55 State Road, 609-924-9893. Bob Reubenstein. Convenience store.

Nassau Street Seafood Company, 256 Nassau Street, 609-921-0620. Jack Morrison. Fresh, prepared seafood, produce, local wine.

Pennington Market, Route 31 North, Pennington Shopping Center, Pennington, 609-737-0058. Dom Rellstaf. Supermarket.

Plentiful Acres, Route 27, Kingston, at Food for Thought, 609-924-1830. Fresh fruits and vegetables.

Quick Chek, 110 Flock Road, University Plaza, Mercerville, 609-890-9436.

Shop Rite Kingston, Kingston Shopping Center, Kingston, 609-924-6646. Bill Caulfield.

Shop Rite of Pennington, Route 31 North, Pennington Shopping Center, Pennington, 609-737-3193. Ken Slackta.

South Avenue Seafood, Route 27, Food for Thought, Kingston, 609-921-2060. Mike Diana III.

Squire's Choice, 35 Palmer Square West, Palmer Square, 609-683-1311. Rodger Owen. Gourmet foods, some prepared. Known for coffee.

Super Fresh, 401 Princeton-Hightstown Road, corner of Routes 130 & 571, East Windsor, 609-443-4250. Dick McDaniel.

Super Fresh, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-799-0171.

Super Fresh, Princeton Shopping Center, 609-921-6716. Joe Chapman.

Terhune Orchards, 330 Cold Soil Road, 609-924-2310. Pam Mount. Fruits, vegetables, food supplies, wholesale & retail.

Tiger's Deli, Princeton-Hightstown Road, Hightstown, 609-448-1818. Ralph Tiger.

Village Express, 48 West Broad Street, Hopewell, 609-466-0831. Guy Pagano. Convenience store.

Wawa, 259 Nassau Street, 609-683-4061. convenience store. Also at University Place and Alexander Street.

Wawa, Routes 518 and 206, Skillman, 609-924-4122. grocery.

Ice Cream & Sweets

Aunt Katie's Candies, Route 31, Pennytown Shopping Village, Pennington, 609-466-3836. Hand-dipped chocolates.

Baskin Robbins, Quakerbridge Mall, 609-799-8383. Sy Nankin.

Bec's Yogurt, Ice Cream-n-More, 14 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-6072. Becky A. Geisel.

Ben and Jerry's Ice Cream, 10 Market Hall, Princeton Forrestal Village, 609-520-0230. Michael Morrell. The Vermont company that serves sweets with a conscience.

California Smoothie, 16 Market Hall, Princeton Forrestal Village, 609-520-0503. George Allman. Frozen yogurt treats.

Candico, 3535 Route 1, Princeton MarketFair, 609-520-0542. Candy.

Candy Barrel, 7 Market Hall, Princeton Forrestal Village, 609-520-0670. Sancy Clakeley.

Carvel Ice Cream, Kingston Shopping Center Route 27, Kingston, 609-924-7287.

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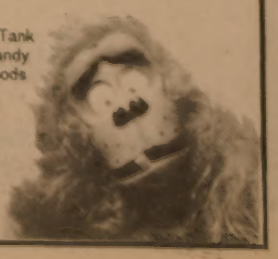

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Thought, Kingston, 609-497-2170. Homemade chocolate.

Cookies by George, 5 Market Hall, Princeton Forrestal Village, Princeton, 609-520-1140. Brian Nakauchi.

David's Cookies, 124 Nassau Street, 609-683-1763.

Donuts Galore, Quakerbridge Mall, 609-799-9716.

Dunkin' Donuts, Princeton-Hightstown Road, Hightstown, 609-443-8119. Alan Montag.

Dunkin' Donuts, 66 Witherspoon, 609-683-7144. Steve Rubin.

Everything Yogurt, 3535 Route One, 609-987-8060.

Famous Chocolate Chip Cookie, Quakerbridge Mall, 609-799-7377. Mrs. Fields' cookies.

Fanny Farmer, Quakerbridge Mall, 609-799-2593. Kim Fratanduono. Candy.

Flamingo's Frozen Yogurt, 4040 Quakerbridge Road, Lawrenceville, 609-586-0812.

Gerl's Frozen Yogurt, 160 Pennington Lawrenceville Road, Manors Corner Shopping Center, Lawrenceville, 609-895-6984. Gerilyn Simone.

Haagen Daaz, Quakerbridge Mall, 609-799-6670.

Haagen-Dazs Ice Cream Shoppe, 33 Witherspoon Street, 609-921-1160.

I Can't Believe It's Yogurt, 80 Nassau Street, Princeton, 609-683-7208. Steve Zavodnick.

Jann's Sweet Shoppe, 155 West Delaware Avenue, Pennington, 609-737-1136. Gourmet chocolates, truffles, jelly bellys, ice cream cakes and pies.

Mrs. Field's Cookies, 3535 Route 1, Princeton MarketFair, 609-520-0516. Lori Johnson.

My Favorite Muffin, 3 Market Hall, Princeton Forrestal Village, Princeton, 609-243-0125. Owen and Ruth Stern. the first store of a now national franchise.

Robinson's Fine Candies, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-1124. Nancy Robinson.

Say Cheese..Nuts, Etc!, 6 North Main Street, Pennington, 609-737-9618

Steve's Ice Cream, 3535 Route 1, Princeton MarketFair, 609-520-0770.

Sundaze, 52 East Broad Street, Hopewell Village Square, Hopewell, 609-466-8577. Bob & Heidi Seymour. Ice cream and frozen yogurt.

T.J. Cinnamons, 3535 Route 1, Princeton MarketFair, 609-520-8392. Cinnamon buns.

Thomas Sweet, 33 Palmer Square West, Palmer Square, 609-683-1655. Tom Block. Ice cream, frozen yogurt.

Thomas Sweet Chocolates, 29 Palmer Square, 609-924-0454.

Take Out Food

Abel Bagel, 32 Witherspoon Street, 609-921-9745. Alfred Kahn. Bagels and deli-style sandwiches.

Alpen Pantry, Quakerbridge Mall, 609-799-8360. Gourmet cheeses and assorted specialty foods.

Bagel Junction, 151 Mercer Mall, 609-452-9876. Sol Seidner.

Bagel Street, 108 Flock Road, University Plaza, Mercerville, 609-584-1414.

The Bagelrie, South Brunswick Square, Monmouth Junction, 908-329-6969. Harvey Leder.

Bains Deli, Quakerbridge Mall, 609-275-5953. Tony Despirito.

Bassett's Original Turkey, 25 Market Hall, Princeton Forrestal Village, Charlie Cooper.

Boardwalk Seafood Grill, 19 Market Hall, Princeton Forrestal Village, 609-520-1106. Alfred Claudio.

Bon Appetit, Princeton Shopping Center, 609-924-7755. Michele Lemmerling. Gourmet shop featuring hard-to-find imported items and food gifts; French cheeses a specialty.

Bravo, Quakerbridge Mall, 609-799-9738. Fast mexican food.

Bravo, 3535 Route 1, Princeton MarketFair, 609-734-8410.

Carnegie Deli, 3535 Route One, 609-520-0770. Jim Palmiter.

Chow To Go, 23 Market Hall, Princeton Forrestal Village, 609-520-1161. Wendy Beacham. Chinese food

Claire's Cuisine & Cafe, 147 West Delaware Avenue, Pennington, 609-737-8395. Pascal Falzon.

Cox's Market, 180 Nassau Street, 609-924-6269. Meats, baked goods, groceries, coffee.

Cranbury Food Sampler, 39 North Main Street, Cranbury, 609-395-5575. Tamsen Granger. Deli and gift shop, catering.

En Route, 2 Wallace Circle, Princeton Junction, 609-799-8844. Louise Matthews. Deli-type food for travelers.

The Fare, 3535 Route 1, Princeton MarketFair, Michael Marx. Bananas, Everything Yogurt, South Philly Steak, Market Meats, Benny's Pizza.

Franklin Corner Deli, 177 Franklin Corner Road, Lawrenceville, 609-896-1848.

High Society Gourmet, 3800 Quakerbridge Road, Mercerville, 609-890-9198. Ed Kutch. **Hoagie Haven**, 242 Nassau Street, 609-921-7723.

Huckleberry Thin, Mercer Mall, 800-343-5087. Jaime Cartegena. Health-oriented lunches, salads and yogurt.

Jan-Ray Deli, 820 Route 206, 609-924-4617.

La Tablita, 24 Market Hall, 609-520-1112. Judy Landers.

Lapidus Deli, 515 Plainsboro Road, Plainsboro, 609-799-0334. Stanley Lapidus.

Lawrenceville Deli, 5 Franklin Corner Road, Lawrenceville, 609-896-1850.

Main Street, 56 Main Street, Kingston, 609-921-2777. Sue Simpkins. Gourmet delicatessen and bakery with some tables for lunching.

Mandarin Express, 3535 Route 1, Princeton MarketFair, 609-520-8890.

Mini Donut Cafe, 11 Market Hall, Princeton Forrestal Village, Princeton, 609-540-0404. Robert Alex.

Molisana Deli, 266 Witherspoon Street, 609-924-9555. Ih Paul.

Mom's Bake At Home Pizza, 30

Continued on page 26

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"You can't put a price on customer satisfaction," says Madeline Lonski, store manager of Epstein's in Princeton MarketFair. "But from the top management down to the sales staff, we believe in serving the customer, not just selling the merchandise."

Epstein's began 79 years ago in Morristown, New Jersey. Now there are four stores, including the one at Princeton MarketFair, as well as locations in Shrewsbury and Somerville. The store carries mainly moderate to better priced clothing from classic styles to fashion forward designs.

"This a family operation," says Lonski. "There is a real Mr. Seymour Epstein who is still involved with the business. And other family members also hold positions, ranging from president to buyers to fashion models.

"Because it's a family business, we've retained a friendly personal interest in our customers that is often lost in large chains. If you see something you like, but we don't have it in your color or size, we'll call all our other stores to try to locate what you want, then have it transferred here within a day or two.

"For example, we don't normally do bridal parties, but one bride-to-be found the dress she wanted for her wedding party in our store. We were able to locate six identical dresses in the proper sizes for her bridesmaids and have them altered within three weeks."

Most standard alterations are free at Epstein's, as is gift wrapping which is available all year. Epstein's has a liberal return policy, and will also mail items to New Jersey addresses for only the cost of postage and ship out of state for a small handling charge.

"We listen to what our customers tell us," says Lonski. "When we first opened in Princeton MarketFair, we had a very small children's department that carried mostly infant and toddler clothing. What we heard from our customers was that they wanted more children's clothes, so we expanded that department. Now we carry sizes up to pre-teen.

"Likewise we have a good collection of special sizes for women — both petite and large sizes — because our customers told us that's what they needed. And recently we opened a department called Treasures which features unusual gifts."

Another thing which distinguishes Epstein's, explains Lonski, is the extent of the store's sales and promotions. "If we have a one day sale, it's a real sale. Everything is marked down, including real brand names, not just our private store labels.

"We do some excellent promotions for our charge customers," says Lonski. Throughout August, for example, Epstein's charge customers can choose one day when they get 15 percent off every purchase.

Lonski notes that "twice a year we designate four days for our charge customers when for every $100 they spend, they get $25 credit on their charge account. It's a great promotion because people are free to buy what they need and still save."

Epstein's, Princeton MarketFair, Princeton 08540. 609-987-1777

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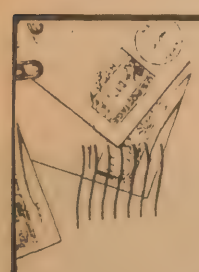
White Lotus Futon

For 10 years White Lotus Futon has handmade 100 percent cotton, all natural futons in our New Brunswick workshop. There is nothing better for your spine," says Theodore Casparian, co-owner with his wife, Elizabeth, president of White Lotus Futon.

"Futon," Casparian explains, is a Japanese word that translates roughly into "springless mattress" in English. "But," he warns, "American futons are



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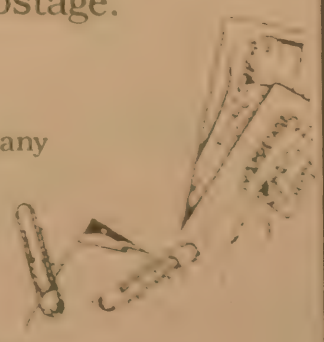

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very different from traditional Japanese futons. Japanese futons are only about two inches thick. Ours are six inches thick. Standard size sheets will fit them."

There is also a difference between a White Lotus futon and any other futon. That's because of the Casparians' philosophy and social conscience.

"Everything we sell in our store is environmentally neutral or environmentally productive," Theodore says. "For example, traditional mattresses are drenched in flame retardant chemicals. Who wants to sleep next to all those chemicals?

"Our futons are made flame retardant by the addition of boric acid powder to the layers of cotton. Boric acid is a natural bleach and when diluted is best know as an eye wash. Our futons can pass flammability tests without artificial chemicals"

Casparian, who spent seven years on Wall Street, is a committed environmentalist who believes that productive capitalism can save the planet. Productive capitalism, he explains, means making it financially attractive to act in a way that promotes social responsibility and benefits the environment.

One example of productive capitalism at White Lotus Futon is the kapok pillow. Kapok is a fiber derived from the fruit of the Ceiba, a rainforest tree. "It's fantastic stuff," says Casparian. "In the 1940s it was used in those puffy orange life jackets you see in old movies. But the main point about kapok is that it makes a terrific sleeping pillow.

White Lotus futons pass flammability tests without using artificial chemicals; LaVake Jewelers found the perfect gift for Princeton to give to the president.

"It's a natural product, no one is allergic to it, no geese are killed or traumatized in its production as with down pillows, and most importantly, it feels great. "There is no compromise in quality. Even if you don't care about the environmental advantages of this pillow, it is still the best pillow you can buy for $20. And in buying a kapok pillow, you are allowing the indigenous people of the rainforest to make a living by preserving rainforest trees, so that they can harvest the fruits, rather than burning the trees down to plant crops or graze cattle."

Twin size White Lotus futons cost $95, queen size $155. White Lotus Futon also sells futon frames made of domestic oak and maple, unbleached, all natural cotton sheets, magnificent cotton futon covers, decorative and sleeping pillows, as well as traditional bed frames, dressers, and tables handcrafted in cherry and red oak.

"The things we carry are socially useful, good for your health, and environmentally acceptable." says Casparian. "But we never compromise in quality. You'll sleep better on our futons than you've ever slept in your life."

White Lotus Futon, *6 Chambers Street, Princeton 08540. 609-497-1000. The New Brunswick store is at 191 Hamilton Street. 908-828-2111. White Lotus Futon in Princeton is open Monday through Saturday 10:30 a.m. to 5:30 p.m., and Thursday until 8 p.m. In September it will also be open Sundays, with extended hours other days. The New Brunswick store is open weekdays 11 a.m. to 6:30 p.m. and Saturday 10 a.m. to 5:30 p.m.*

LaVake Jewelers

A couple of years ago a corporate account approached us about a very special gift," says Dana Kind, vice president of LaVake Jewelers on Nassau Street. "They wanted an airplane done in sterling silver. We said, 'Okay, that shouldn't be too hard.' Then they told us it had to be not just any airplane, but a replica of the Kitty Hawk. Well, we thought we might manage that. But then they said, 'We've got to have it in one week, and it has to be engraved.'

"So we took a deep breath and started calling our sources. Sure enough, we were able to track down the right people, so that the airplane could be made, engraved, and presented on time. We are proud of the timely service we give our customers."

LaVake's corporate counselors work with clients to help them develop service awards programs and unique gifts specific to their company and industry. "We also are a little unusual in the extensive records we keep," explains Kind. "We can tell our corporate clients what they gave, when, to whom, and how much it cost, for a number of years back. When a company does a lot of corporate giving, that kind of record keeping can be pretty valuable."

But LaVake's doesn't just extend its superior customer service to its corporate clients. "Many people come in to establish a bridal registry or because they have decided they want to buy a significant present for a loved one, but aren't quite sure exactly what they want. Part of our job is helping folks find the right piece for right person for the correct occasion.

"We have fine jewelry and giftware that includes an extensive collection of diamonds and gem stones, gold jewelry, watches, crystal, silver, china, flatware, writing instruments, signet rings, and family crest jewelry. We also design and make one of a kind pieces."

Trustworthiness, warm personal service, and access to a wide variety of finely crafted and original merchandise are what has kept LaVake in business for 114 years. "Going to a jeweler is a little like going to a doctor or an auto mechanic," says Dana Kind. "To feel comfortable, you have to believe that they know what they are doing.

"In jewelry, it's hard for the lay person to know the nuances of the merchandise, but over the years, we've established our credibility so that we have a loyal following who keeps coming back."

Recently LaVake gift counselors worked with Princeton University to find a memorable gift for a man who has almost everything. The university wanted a gift representative of Princeton to present President George Bush during his May visit. "It was a challenge to find just the right present for a president," says Kind. "We helped the university select a Baccarat crystal tiger. Later they told us the President and Mrs. Bush were delighted with the gift."

LaVake Jewelers, *54 Nassau Street, 609-924-0624.*

Continued on following page

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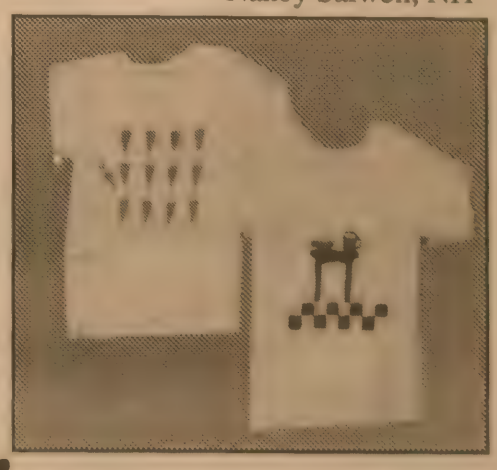

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Continued from preceding page

The Timekeeper:The Lore of Clocks

Did you know that there were no grandfather clocks before 1840?" asks Don Diehl, owner of The Timekeeper in Princeton MarketFair. "There were tall floor clocks before then, but they weren't called grandfather clocks. Not until 1840 when composer Henry Werk wrote a popular piece entitled 'My Grandfather's Clock' did floor clocks became known by that name."

At The Timekeeper kiosk in Princeton MarketFair and The Timekeeper store in Cookstown, New Jersey, Diehl stocks a wonderful selection of grandfather clocks, smaller grandmother clocks, wall, mantle clocks, cuckoo clocks imported from the Black Forest of Germany and anniversary clocks. Anniversary clocks, he explains, are not gifts you give only on anniversaries, but rather clocks that need to be wound only once a year, usually on the anniversary of the date they were put into service.

For the man behind all these clocks and clock lore, Don Diehl, enthusiasm about his timepieces is contagious. He eagerly takes the time to educate his customers in both the intrinsic value of the clock and its mechanical functioning.

"A grandfather clock is considered a purchase that most people make only once in their lifetime. Many buy a grandfather clock with the idea that someday they will hand it on to their children or grandchildren," says Diehl. "In our stores grandfather clocks start at $550 and range as high as $22,000.

"All our clocks are well made by respected manufacturers and will last for generations if properly maintained," he continues. "Our grandfather clocks are made in America of hardwoods and solid brass components with German movements. Our anniversary clocks are made from quality German components, and most are assembled in the United States."

The Timekeeper also has a complete repair service shop. It can handle any type of clock including fine and antique clocks with free estimates for any repairs. Diehl says that unfortunately many people fail to realize that clocks, like cars, need routine maintenance. Many of the clocks he repairs are between 15 and 20 years old and have never had routine servicing. By the time he gets them some have serious problems, requiring extensive repairs.

"We recommend that every three years a clock be inspected, re-oiled and adjusted. Every 10 years it needs additional servicing. This may involve removing the mechanism, disassembling it, and bringing everything back to factory specifications," Diehl says. "Clocks are machines with moving parts. To prevent wear these parts need to be kept clean and fully lubricated."

Smaller clocks can be brought to either Timekeeper location for servicing, but grandfather clocks are generally serviced in the home. A one hour home visit that includes inspecting, oiling, and adjusting your clock costs $45.

"Clocks are a great value," says Diehl. "With the proper care the clock you buy today can be keeping perfect time for the next 200 years."

***The Timekeeper**, Princeton MarketFair, 609-520-1214. Hanover Shopping Center, Cookstown, toll free 800-272-0701 or 609-723-4949.*

The Sofa Factory

I've been involved with furniture all my life," says Micki Kuller, manager of the Sofa Factory at the Forsgate Technical Center in Cranbury. "My family operated a design firm which had its own upholstery shop. I've also sold furniture at the retail level. My kids tell me that all I know to talk about is furniture."

Micki's years of experience in the furniture business convinced her that ordinary folks needed an alternative to cheap, shoddy furniture that doesn't last or quality furniture that is outrageously expensive, so two years ago she was instrumental in opening the Sofa Factory. The Sofa Factory sells anything that you can sit on — sofas, sofa beds, ottomans, slipper chairs, wing chairs, sectionals, and motion furniture.

"We offer quality furniture that people can afford," Kuller explains. "We do it by cutting out all the frills, the middleman and the fancy location. Where else can you buy a sofa for $899 would sell for $,1500 elsewhere?"

Discounts at the Sofa Factory generally run from 30 to 50 percent, but occasionally they are greater. "Several times a year, we are lucky enough to acquire factory overruns and fabulous fabric left over from design jobs," explains Kuller. "We're having a sale like that right now, and that's when you can find additional savings.

"But we never sacrifice quality," she emphasizes. "We unconditionally guarantee the springs and the frame of every piece we sell for as long as it is owned by the original purchaser. Good furniture should be maintenance free."

To guarantee quality, the Sofa Factory works closely with the manufacturer. "The factory is nearby in South Jersey. It's been in business for 34 years. They work to our specifications."

Buying furniture at the Sofa Factory is intentionally low key and relaxed. "Every person who comes in gets a little lesson in buying furniture whether they want it or not," laughs Micki Kuller.

"Actually, the average person has very little idea what to look for. We tell them to look underneath the cushions. You

Sofa Factory: Micki Kuller likes to educate her customers.

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should have the same upholstery fabric underneath the cushions, not muslin. We show them how to run their hands along the arms, side and back to feel for padding. One customer came back to me and said, 'Micki, when I felt the way you showed me to, the salesman in another place ran away from me.'"

For one woman, the Sofa Factory caused a major dilemma. Micki Kuller tells the story:

"We had a customer who came in several times, then placed an order for her living room and family room. She said she had been looking for furniture for a long time and that she was convinced that we had the best quality for the best price. It is wasn't until after I'd written up the order that she said to me. 'You know, I've been looking for furniture for five years. Now what am I going to do with my time?'"

The Sofa Factory, *Forsgate Technical Center, 1075 Cranbury South River Road (Route 535), Cranbury, 609-395-0080. The Sofa Factory has just completed arrangements to begin franchising. Franchise inquiries should be directed to Micki Kuller.*

Jacquees at French Connection considers hair cutting to be a commercial art; La Femme Boutique expands at MarketFair and now has handpainted furniture.

French Connection

If Jacques Hennig had his way, the term hair dressing would be changed to dressing hair. Jacques, proprietor of French Connection European hair salon at Princeton Forrestal Village, believes that cutting hair "is an art, a form of commercial art." The people who practice this art, he adds, "in Europe would be called artisans."

Jacques' commitment to quality and professionalism extends to the design of the salon itself. The ultra-modern black and white design follows through the fixtures, fittings, and employees' clothes, creating a relaxed but sophisticated atmosphere.

"We do not charge because we cut hair, it is because we know how to cut hair," he says.

Since he first came to America from France 18 years ago, Jacques has opened four hair salons in the Princeton area. He opened in Forrestal Village four years ago.

The French Connection European hair salon services include cuts, perms, high lights, and coloring. More than that, says Jacques, it includes "building relationships with each client." In choosing his staff, Jacques says he looks closely at their attitude. "A good attitude is of utmost importance," he says. "You can improve the mechanics, but you cannot do much about attitude."

The French Connection clientele is cosmopolitan, as the name would suggest. "Many former clients of the salon who have moved away to live in other parts of the United States or the world come back to this area, and search us out," says Jacques. For those close to home, French Connection has a Get Acquainted program for all people who work in the Forrestal Center or Forrestal Village. Coupons are available to companies in these locations, and first time clients from these Forrestal companies get a discount.

Jacques has found that the Forrestal Village's concept of mixed office, retail, and entertainment uses has been especially compatible with the European design of the French Connection hair salon.

"We are still working successfully in the village, which is an art in itself," says Jacques, "and we plan to be for quite a time to come."

French Connection *European Hair Salon 211 Rockingham Row, Princeton Forrestal Village. 609-987-8770.*

La Femme Boutique

"We've expanded," says Pamela Menendez, owner of La Femme Boutique in Princeton MarketFair. "We moved from a kiosk into an in-line store three weeks ago. With the additional space we can now carry furniture, lamps, wall art, and other decorative accessories as well as gifts for brides and babies."

Pamela Menendez has earned her success. "Before I opened La Femme Boutique," says Menendez, "I managed stores and was a buyer. The company I worked for closed, and I couldn't quite find my niche, so for a while I did mall push carts at holiday seasons.

"Then one day my husband saw that a kiosk at MarketFair was empty. I made a presentation to them and within an hour I had a lease. I opened the kiosk in September, 1988."

La Femme Boutique began with accessories for brides such as lacy gloves and guest books, elegant shower and new baby gifts and special gifts for women such as perfume bottles, jewelry boxes and picture frames.

"Now we have added handpainted furniture from a company called Country Affaire in California, wall decor, and lamps — all in a European country tradition. The furniture is not the kind of thing you'll find in a traditional furniture store. It has handpainted designs, and you can order in colors and finishes to match your home.

"One woman came in last week and said she had been looking for furniture for her daughter's bedroom for two years and that this was the first thing she had seen that she really liked."

Menendez works hard to locate unusual merchandise that will appeal to her customers. She will special order items in a different style or color for her customers and she has a complete gift wrapping service. "I like people to feel good about purchasing something that they can't find just anywhere," she says.

It was a big step for La Femme Boutique to move from the kiosk to a store, and there is always uncertainty when you begin carrying new merchandise. In this case the uncertainty didn't last long.

"At mid-morning last Saturday," Menendez says, "a customer came in and bought three small fruit prints. She also admired a larger print we had in stock. Early in the afternoon she came back and bought the larger print. Then late in the afternoon she called and asked us to set aside a forth fruit print that went with the three she had purchased that morning.

"When she came in Saturday evening to pick up the fourth print she also bought a wreath and a mirror. It's exciting when you get that kind of

Continued on following page

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La Femme Boutique • Princeton MarketFair • (609)520-0854

Continued from preceding page

customer response to new merchandise. It lets you know you're doing something right."

La Femme Boutique, *Princeton MarketFair, 609-520-0854.*

Mother's Choice

A woman shouldn't have to give up making a fashion statement just because she is expecting a baby," says Michael Saft, who with his wife, Cheryl, owns Mother's Choice. With one store in Princeton MarketFair and another in Warminster, Pennsylvania, Mother's Choice offers expectant mothers moderately priced career clothes, activewear and intimate apparel.

"So much maternity wear is cutesy," says Saft. "But corporate women don't wear cutsey clothing when they aren't pregnant. So why should they be forced to wear cutsey, polyester clothing when they are?"

In the past, Saft says, women have tried to get around the problem of finding stylish maternity clothes by purchasing regular clothing in extra large sizes. "This really doesn't work," he explains "because the proportions of the garment are all wrong and you end up looking like you're wearing something too big for you."

Good maternity wear is cut so that you have extra roominess only where you need it. For example, Saft says, "a regular trapeze dress in a big size will start to pull up in the front in the seventh or eighth month while, a maternity trapeze dress or any maternity top is cut extra long in front so that it doesn't hike up even at the end of your pregnancy."

Mother's Choice is a one-stop shop for all a woman's clothing and needs during pregnancy. They carry a large selection of clothes in mainly natural fabrics from such well known names as Japanese Weekend, Haley Michaels, Isis, Great Times and Libra. "We have clothing that will take you from a business meeting to a dressy evening out to exercise class," says Saft.

In addition to maternity clothes, Mother's Choice carries distinctive children's clothing in sizes preemie to four toddler. "We have primarily cotton clothing from Plum Pudding, Sweet Potatoes, Absorba and Little Me. And for the holidays, we've ordered an exciting new children's line called Weebok from Rebok," says Saft.

"We also sell accessories. Our diaper bags range from one that can be worn as a backpack to a mini-tote bag.

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We have books and tapes for parents and children, educational wall hangings with the alphabet, numbers and colors, and some wonderful storybook houses.

"Each storybook house has removable figures for imaginative play. We also have many of the accompanying story books. They're great gifts, and we have free gift wrapping. Our crib blankets are another terrific gift, You can choose the color and design of the blanket and have it customized with the name of the child."

Mothers Choice celebrates its first anniversary August 15. To celebrate, the store is offering an anniversary bonus of $5 off any purchase of $20 or more with the presentation of the coupon found in the Mother's Choice advertisement elsewhere in U.S. 1.

Mother's Choice, *Princeton MarketFair, 609-987-0202; Warminster Square, Warminster, Pennsylvania, 215-675-6550. Open Monday through Saturday from 10 a.m. to 9 p. m. and Sunday from 11:30 a.m. to 6 p.m.*

Not Just Baskets

Our name says everything," says Rosemary Hall, who with her husband Gary, owns Not Just Baskets at Forrestal Village. "We do much more than just gift baskets. We offer both individual and corporate clients unusual gift items," she adds. "But the name comes from the fact that we won't use just a wicker basket as a container. We'll use anything from a full-sized peacock chair to a chess set. There are no limits to what we can use.

"In the past two years, we've been asked to do some surprising things," says Hall. "One of the designs I had the most fun with was when the soon-to-be-fiance of a concert pianist wanted to propose. He needed help with an idea on how to surprise her with the ring he had selected. Through our consultation we discovered that she was also a chocoholic. We suggested a scale model of a grand piano made in chocolate and filled with candies. He hid the engagement ring in the piano among the candies. They both loved it and are now regular customers," she adds.

In addition to providing the exotic, Not Just Baskets offers gift baskets for any occasions or event starting at $25. "Our new baby or baby shower arrangements are always well received" says Hall. "And we have fully outfitted picnic baskets that make wonderful wedding gifts."

One growing segment of the Halls' business is a condolence basket. "It's a very thoughtful gift that lasts longer than flowers," says Rosemary Hall. "We create a basket with coffees or teas, our quality gourmet cookies, cheese, crackers and nuts — things that anyone will enjoy without much preparation. They have much broader appeal that a fruit basket." Kosher products are always available.

Not Just Baskets corporate program has prepared and delivered 150 gift baskets on two days notice and is always ready to meet and discuss clients' needs, whether for 1 or 1,000 gifts.

"We also have a coffee-of-the-month club that works year round for corporate giving. It makes an impression every month rather than one time for about the same costs," adds Hall.

Specific gifts that are always available at Not Just Baskets include personalized, elegantly engraved glassware, fully outfitted picnic baskets and Christmas tree skirts which can be embroidered with family names. "They are an excellent wedding gift. Many corporations use them as a truly personal corporate gift for those very important clients," adds Rosemary Hall. "And of course our gourmet gift baskets can be created to

Mother's Choice: Maternity clothes for all occasions; and yes, Not Just Baskets.

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fit any occasion, and a balloon bouquet is always appropriate," she adds.

"We've made a junk food basket and a breakfast in bed tray which is filled with breakfast products. Hostess gifts, teacher, thank you, and birthdays are a few of many different occasions that our gifts fill," says Hall. "You can call for one of our brochures, but we're flexible. Give us the price range and we'll customize the perfect gift." Local delivery is free and worldwide shipping is available.

***Not Just Baskets**, 118 Main Street, Princeton Forrestal Village, 609-936-1230. Open Monday through Saturday 10 a.m. to 7 p.m. and until 9 p.m. Thursday, and noon to 5 p.m. Sunday.*

Since Agostino opened Hair Plus in 1969, the business has changed dramatically; Frames & Frame can frame anything — one person had pieces of the Berlin Wall.

Hair Plus

Nick Agostino began cutting hair at age 18. In 1969 he opened his first Hair Plus salon in the Hillsboro Plaza. Since then his business has expanded to five Central New Jersey salons, including a large salon at the Princeton Meadows Shopping Center, but one thing has remained constant — the commitment of Agostino and his stylists to continually educate themselves and their clients regarding changing styles and advances in hair care.

"The hair business is not static," says Agostino. "It is important that the salon be informed about and receptive to change in the industry. Take for example permanent waves. They've changed tremendously since I started in the business. The permanents that are available now are much gentler than they used to be. And there are many more types of permanents for different types of hair, too. In fact," he adds, "I'd say that permanents are part of a general trend toward more specialized and selective products for individual types of hair."

Hair Plus stylists travel across the country to attend classes with masters in their field. "Lots of our people go to New York for classes. We've had people go to Boston, and even travel to Los Angeles to attend the Sassoon school. Our stylists go to many hair shows to stay current. In addition, we bring nationally known stylists into our salons for cutting classes and demonstrations on coloring and permanent waving," says Agostino.

According to Agostino, hair coloring is another area that is rapidly changing. "Coloring doesn't have to mean a harsh or drastic change," he says. "You can do very subtle highlighting, especially with foil highlighting."

In foil highlighting, Agostino explains, you can be much more selective about which hair and how much of it is colored. "Foil highlighting is more tedious and a bit more expensive," he says, "but it gives you more control to achieve the exact look you want."

The Hair Plus salons in Belle Mead and Green Brook are full service salons offering nail and skin care services. "We offer special day of beauty packages at these salons," says Agostino, "and gift certificates are available."

***Hair Plus for men and women**, Princeton Meadows Shopping Center, 660 Plainsboro Road, Plainsboro, 609-799-7045. Nelsons Corner Shopping Center, Route 206, Belle Mead, 908-874-7010. Hillsboro Plaza, Route 206, Hillsborough, 908-359-8102. Colonial Square Mall, Route 22, Green Brook, 908-968-8050. Nixon Plaza, Route 27, Edison, 908-287-4566. Open Monday through Friday from 9 a.m. to 8 p.m. and Saturday from 8:30 a.m. to 5 p.m. The Belle Mead salon is open Sunday, 10 a.m. to 4 p.m.*

Frames & Framers

We're the only frame shop in the area where you have a choice — custom framing or do-it-yourself. You can frame your art work and memorabilia yourself, have it ready immediately, and save money too," says Judy Grow, who for 14 years has owned Frames & Framers in the Mercer Mall. "The thing which frightens most people about framing something themselves is making the cuts. At Frames & Framers we do all the hard parts. Our technically experienced staff makes all the measurements and does all the cutting of the molding, glass, and back boards. They even do the dry mounting."

Customers then save money by assembling the frame themselves while a Frames & Framers staff person stays nearby to offer instruction. "Usually one of our staff is doing a custom framing project on the same work table as the customer," Judy explains, "so you never lack for someone to show you how or lend a helping hand."

"In many frame shops it takes several weeks before you get your framed piece back," she says. Frames & Framers has a huge selection of moldings in stock, so if you choose to do the work yourself it takes about an hour. If you elect to have them do the work, it takes about a week.

"On a normal day we might see people framing an oil painting, an oversized silk screen print, a couple of certificates, posters, and some children's art work," she says. "But we also see a lot of more unusual three dimensional things. We've had several people frame pictures of their father in his military uniform along with all his decorations.

"The most unusual item we've framed recently was two pieces of the Berlin wall that were held together with barbed wire. We put it in a shadow box with a map of the city of Berlin behind it. It was very effective."

Technical expertise is something that Frames & Framers has in abundance. Their work is so well regarded that they do all of the framing of the art work sold in the Metropolitan Opera gift shop. "We've also framed a lot for the state, including some pieces for the governor's office," she says.

Corporations such as Bristol Meyers-Squibb also come to Frames & Framers. If you're planning to update your office, you can get a lot of impact on a limited budget by reframing your old artwork. "It's the simplest way to give your office a new look," she says.

***Frames & Framers,** Mercer Mall, Route 1, Lawrenceville, 609-452-1091. Also 778 Morris Turnpike (Near King's Supermarket), Short Hills, 201-564-7840.*

Continued on following page

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A U.S. 1 ADVERTISING FEATURE

Continued from preceding page

Until October 1, Frames & Framers is open Monday, Tuesday and Saturday from 10 a.m. to 6 p.m. and Tuesday, Wednesday and Friday from 10 a.m. to 8 p.m. After October 1, winter hours are Monday, Tuesday, Wednesday and Saturday from 10 a.m. to 6 p.m., Thursday and Friday from 10 a.m. to 8 p.m. and Sunday from 11 a.m. to 4 p.m.

Creative Hands: Unique Merchandise, Crafts to Clothing

"I want the things in my store to be unique," says Debbie Sands, owner of Creative Hands in the Montgomery Shopping Center. "When you buy something from me, you won't see it in every other shop in New Jersey."

For example, says Sands, "there are two national handcraft trade shows a year. A lot of store owners are content to go just to these. That's why even though the crafts are handmade, you see the same thing in so many stores. I want to offer crafts that are different."

To acquire unique merchandise, Sands travels to regional craft shows throughout the country. In July she attended three craft shows near Seattle, Washington. "I saw the wares of nearly 800 craftspeople," explains Sands. "From them I selected work of about 20 new people to carry in the store."

Sands left a corporate management job in 1987 to open Creative Hands after the takeover of her firm restructured her job, making it more time intensive. From the start, her philosophy of offering the unique has been a success and in August of this year Creative Hands expanded. The store now carries the work of close to 200 craftspeople.

With expansion Creative Hands now has space to carry infant and toddler clothing. Like everything else in the store, the clothing is handmade. "We have handpainted sweat shirts, batik and silk screened clothing — nothing too dressy," she says.

"My store is like a year long craft show. For example, I carry wonderful pottery from Barbara Bobes in California. It's all functional stoneware priced between $12 and $78. I display all Barbara Bobes' work together so that when you are in that section of my store, it's like being in her booth at a craft fair. It emphasizes the creative person behind the work."

Sands also prefers things that are made by one or two people rather than by craft groups. "After a while you get to know the people behind the wares. If customers are interested, I can tell them something about the artist."

Other craft wares that you are not likely to find elsewhere in New Jersey or perhaps even on the East Coast include the pottery of Leslie and Bill Genszler. "It's lovely blue or green backgrounds with fish or florals, and is priced from about $25 to $90. I also have some wonderful twisted wire earrings made by Jerry Stinn in California that cost between $15 and $25.

"If you need a gift and aren't too sure what to get, our sales staff is happy to make suggestions and direct you to our more popular items," Sands says. "But we're also sensitive to the fact that many people prefer to browse by themselves. Once you've chosen something, we will gift wrap it and we can ship, too."

***Creative Hands,** Montgomery Shopping Center, Route 206, 609-924-3355. Open 10 a.m. to 6 p.m. Monday through Friday with extended hours until 8 p.m. on Thursday. Saturdays 10 a.m. to 5 p.m. After Labor Day also open Sunday from noon to 5.*

Pyramid Books

Jim Clark reads an average of three of four books a week — very convenient given that he has been in the book business ever since the age of 19. Clark, proprietor of Pyramid Books at 42 Witherspoon Street and four other locations in the New Brunswick area, got started in the business 20 years ago, while he was still an English major at Rutgers.

Clark believes simply that people are less concerned with the appearance of the book than with its contents. "Customers are buying what's between the covers, something intangible," he says. "Even if the cover is a little tattered, there's still a great bene-

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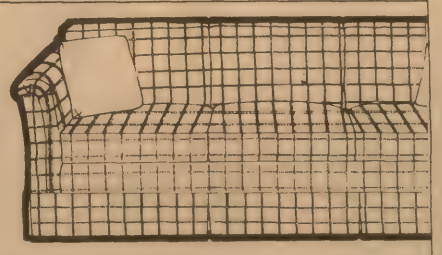

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fit to the words inside."

The Pyramid bookstore is proof of that. For the first dozen years the Clark family operation competed against the increasingly bigger chains. Then came a half price sale to reduce a large inventory. The success of that helped Clark realize what the customers value most. Now Pyramid sells most of its books at half price or less. Many of the books in the Pyramid inventory are part of publishers' overruns. These books have usually been in print for a year or so, but that doesn't discourage avid readers any more than a tattered cover.

The rest of the inventory is made up of books that are purchased from customers — "we call these books 'pre-read'," says Clark.

Pre-read books are purchased for a store credit of 15 percent of the cover price, or for 10 percent if the payment is in cash. "We will buy just about any paperback book in good condition," says Clark. Hardcovers, though, are another matter. "They don't have much life as a used book. We have some $24 books in the store priced at $.98."

A surprisingly large portion of Pyramid's Princeton business turns out to be in romances — it's the only bookstore in town that stocks them. "These customers are usually voracious readers," says Clark. "Some of them will read a book a day." At an average cover price of around $6, a Pyramid customer can get the first book for $3, and then turn it back in for a $.90 credit on the next one, which ends up costing only $2.10.

"We basically give books a second life," says Clark. "It's a form of recycling."

But what if you positively absolutely have to have the latest overnight literary creation? Clark says that some current bestsellers are kept on hand, priced at a 30 percent discount. And customers can also special order books through Pyramid, at a 20 percent discount.

When you're done with that new book, you can probably trade it back in at Pyramid. And that solves another problem for many people: the accumulation of books that were read once and then cannot be thrown away. Clark smiles. He still has some of his college books stored down in the basement. "Books are like old friends," he says, happy to be in the business of offering them a good home.

Pyramid Books, *42 Witherspoon Street, 609-924-6210.*

Terra Cotta: Solving Geometric Puzzles With Ceramic Tiles And Pottery

"Working with tile is a natural outgrowth of our interest in pottery and ceramics," says Irene Stein, who with her longtime friend Joanna Fiori owns Terra Cotta in Princeton Forrestal Village. "Americans are becoming increasingly knowledgeable and interested in using decorative tiles for bath and shower surrounds, kitchen backsplashes, and fireplaces."

Stein and her partner met in the late 1960s at pottery classes in New York City. Their first commercial venture was selling their wares at a neighborhood block party. Soon they had their own store, but 14 years ago, driven out of New York by rising rents, they moved to the Tomato Factory in Hopewell. Three and a half years ago they opened a second store in Princeton Forrestal Village. The Hopewell store was closed a year ago.

"Terra Cotta has always specialized in handcrafted tiles. We started mainly with Mexican handcrafted tiles," says Stein. "Then we added European tiles. In the past three or four years, we've started carrying more American tiles. American tiles generally have brighter colors and less of a folk art tradition than European tiles.

"Much of our focus is custom. When our customers come to us with an idea, we help them refine exactly what they want. Each project is a geometric puzzle. Tiles and moldings come in different sizes, and if you're working with several different types, you have to develop your scheme in such a way that it can be installed uniformly and not end up a hodgepodge."

"Recently a couple came to us wanting to do a kitchen wall that is the main focal point as you come into the room. Their kitchen was almond with red accents, and they wanted high visual impact, bright colors,

Continued on following page

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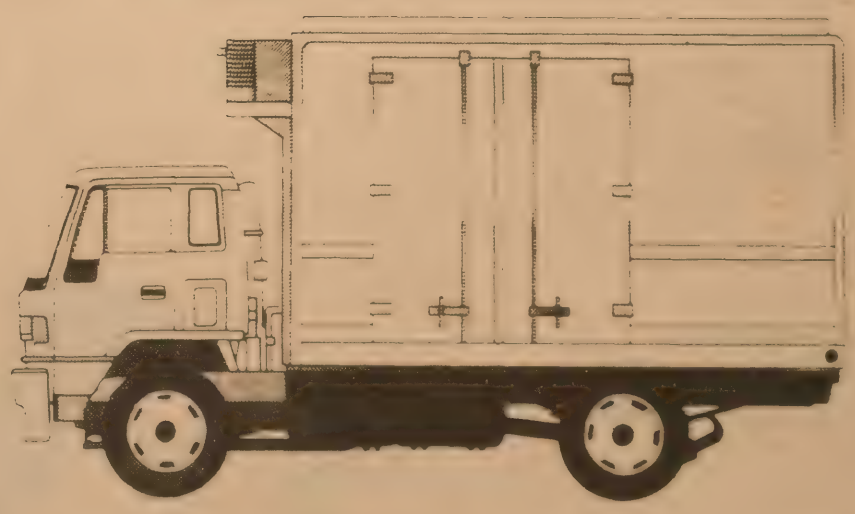

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Continued from preceding page

movement, and rather contemporary look.

"At a very reasonable cost, we took several decorative tiles, created diamond shaped frames around them with tile molding pieces, and set the field tiles on the diagonal. Within the field we used another tile in a primary color on a zig-zag to connect the framed decorative which provided the movement and reinforced a contemporary feeling. It made a very striking, one of a kind wall," Stein says.

"Ironically as we have moved to more American products among the tiles, we have added more imported pieces among the giftware," says Stein. Terra Cotta also carries gifts and housewares that range in price from $4.75 to $90. "Among the things we always carry are Mexican glass, Casafina pottery from Portugal and Vietri pottery from Italy. A main item recently is our various ceramic address plaques.

"Right now we have some very attractive Italian tiles called First Stones. They are rather medieval depictions of the sun in strong Mediterranean colors. Originally in Europe when you built a house, you were supposed to incorporate one of these tiles into the foundation or wall for good luck. You can use them either indoors or out."

***Terra Cotta**, Princeton Forrestal Village, 124 Stanhope Street, 609-520-0075. Terra Cotta is open Monday through Saturday from 10 a.m. to 7 p.m. with extended hours until 9 p.m. on Thursday, and Sunday noon to 5 p.m.*

Jefferson Bath and Kitchen

Mary Kay Girmscheid is enthusiastic about bathrooms. It's a contagious enthusiasm that inspires dreaming. Talk to her for a few minutes and you will find yourself mentally remodeling every bathroom in your home. And when your plans go beyond the dreaming stage, Girmscheid, manager of Jefferson Bath and Kitchen, will be there to help.

Jefferson Bath and Kitchen opened 2 1/2 years ago as an offshoot of N. C. Jefferson Plumbing and Heating. "People from this area don't want to go to Trenton or New Brunswick to look at fixtures. They like to shop in Princeton, especially if there is parking," says Girmscheid. "And where we are, five blocks off Nassau on Witherspoon Street parking isn't a problem."

Whether you want simply to replace a sink or gut the bathroom down to the studs and start over, Jefferson Bath and Kitchen will either sell you the materials or act as general contractor for the job, taking care of everything but painting and wallpapering.

If you aren't ready to remodel, but need a new toilet seat in a discontinued color, Jefferson Bath and Kitchen can track that down for you, too. "We're also good at finding china replacements for old American Standard enameled sinks that are chipped. We can usually match your colors," says Girmscheid.

People remodel their bathrooms because the fixtures start to look old and dingy or because the bathroom layout is inconvenient. "But a lot of people with period houses in Princeton want to remodel in a way that is in keeping with the style of their home," Girmscheid says. "They don't want to put a contemporary bathroom in a Victorian house.

"We carry all the major manufacturers of fixtures — Kohler, American Standard, Eljer, Porcher, Jacuzzi — and for faucets Grohe, Moen, Delta and Price Pfister. We can get new bathroom fixtures and faucets made of modern materials that are in keeping with the style of your home. Recently we've sold two claw-footed bathtubs, and Kohler even makes a Victorian style 1 1/2 gallon low consumption toilet.

Toilets that need less water to flush are going to be the fixture of the future according to Girmscheid. Starting next year, she says, a new law will require people replacing a toilet in their home to install a low water consumption model that uses only 1 1/2 gallons to flush. This leads to a savings of about 2 gallons of water per flush.

Jefferson Bath and Kitchen is proud of its work and eager for others to appreciate it. "If you want to see some really beautiful work we did," Girmscheid says, "go have dinner at Lahiere's and check out the downstairs bathrooms. They're really gorgeous. The women's restroom is contemporary European with floor to ceiling tile and classic brass and crystal accessories. The men's room is done in gray and white with European faucets."

If that isn't enough to start you dreaming, stop in and talk to Mary Kay Girmscheid. You'll find her at Jefferson Bath and Kitchen Monday through Friday 9 a.m. to 5 p.m. and Saturdays after Labor Day from 9.am. to 3 p.m.

***Jefferson Bath and Kitchen**, 198 Witherspoon Street, Princeton, 609-924-0762.*

The Nickel\Blue Ridge Mountain Sports

"We sell the best outdoor equipment available," says Steve Brauneiss, manager of the Nickel\Blue Ridge Mountain Sports in Princeton Forrestal Village. "I can't emphasize it enough."

Included among the finest gear are Patagonia Clothing, equipment and clothing by North Face, Dana Design and Mountainsmith packs, Marmot sleeping Bags and Gortex® outerwear, Moss tents and Vasque and Merrill boots.

"We have an experienced and knowledgeable staff that can help you choose exactly what you need, says Brauneiss. "All of our staff are people who appreciate the environment and the outdoors and are interested in preserving it.

"On our staff are avid backpackers, cross country and downhill skiers, canoeists, and climbers. These people spend a lot of time outdoors and actually use much of the equipment we sell in the store. They know what's genuinely useful and what will hold up under stressful real life conditions."

The Nickel\Blue Ridge Mountain Sports has equipment that will withstand the most extreme temperatures, like North Face sleeping bags that will keep you warm in temperatures to 30 below zero.

"We've outfitted expeditions

Jefferson Bath did the downstairs restrooms at Lahiere's in a European sytle; At the Nickel, the staff includes avid backpackers, canoeists, and climbers.

Jefferson Bath & Kitchen

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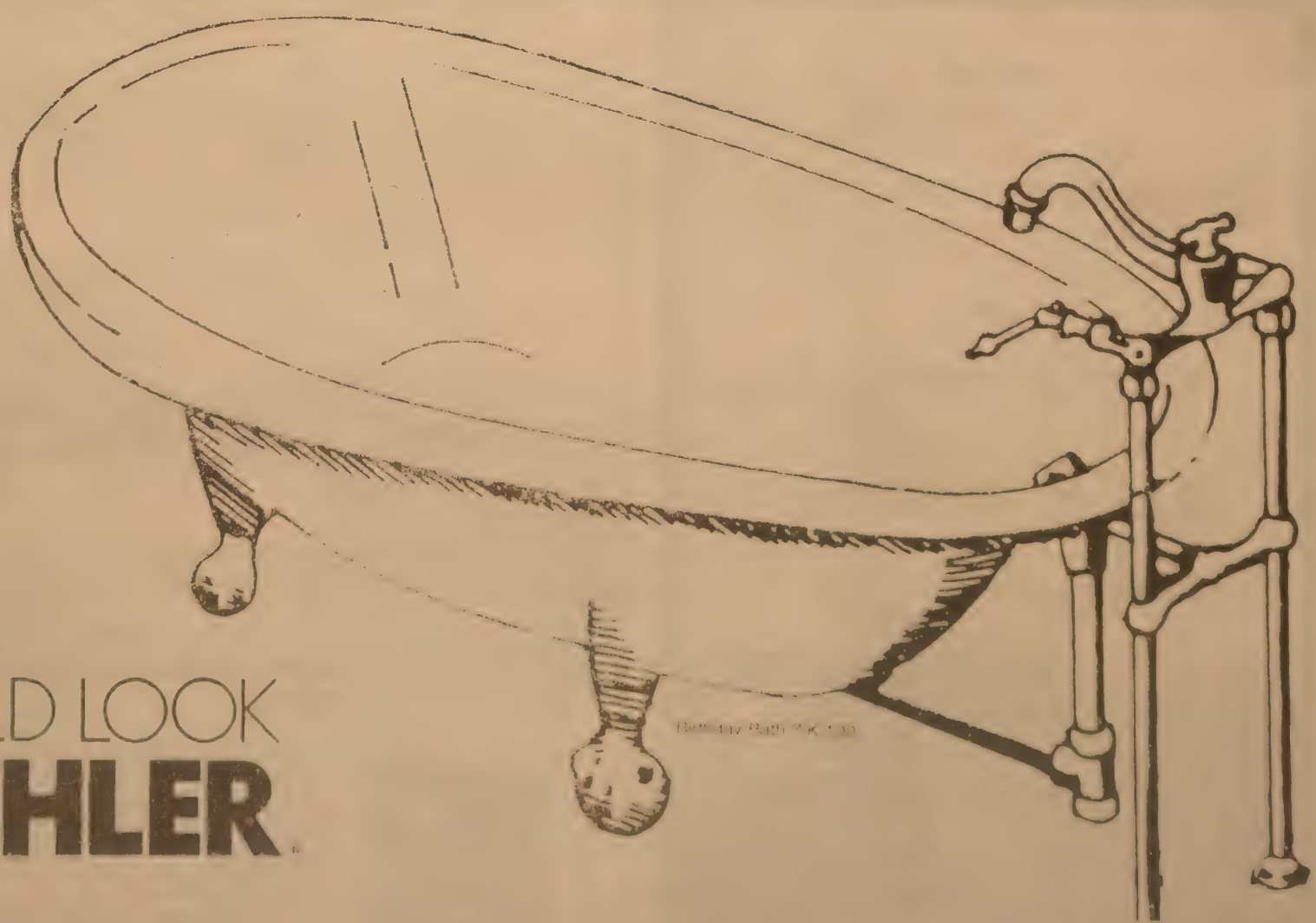

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that have gone to the Himalayas and to Denali in Alaska. Recently we completely outfitted a man to go climbing in the Soviet Union. He got everything he needed here from clothing to climbing equipment."

Even if you don't need expedition quality equipment, you can still learn a lot from the staff at The Nickel\Blue Ridge Mountain Sports. Says Brauneiss: "We take the time to educate you about the differences in equipment so that you can purchase exactly what is right for you. We work with scouts, schools, trekkers, and beginning backpackers or skiers so that they will become comfortable and knowledgeable about their equipment."

"We have comfortable clothing for all outdoor activities. For example, we carry a lot of outerwear made of Gortex. It's a waterproof fabric that is breathable. We also have clothing from Patagonia made of synchilla. That's a synthetic fleece that is warm, breathable and great for cold weather.

"For casual or avid outdoor enthusiasts," says Brauneiss. "we are the only true specialty outdoor store in Central New Jersey."

***The Nickel\Blue Ridge Mountain Sports**, Princeton Forrestal Village, 609-520-9899. Open Monday through Friday 10 a.m. to 8 p.m. with extended hours Thursday until 9 p.m., Saturday 10 a.m. to 7 p.m., Sunday noon to 5 p.m., and by appointment.*

Barry Interiors: Almost 30,000 Square Feet of Showroom Space

Barry Interiors at Princeton Forrestal Village offers an selection of unique furniture and accessories that represent a refreshing addition to the Princeton/Central Jersey market. "We have merchandise that is rarely found outside Manhattan," says Scott Pitasky, vice president of Barry Interiors. "We spend considerable time shopping the world's finest manufacturers to select extraordinary items that will make our clients' homes special."

Barry Interiors was founded 31 years ago and displays furniture at both its Forrestal Village and Bucks County showrooms. "Between the two stores, we have close to 30,000 square feet of showroom space, which enables us to display an unusually large selection of furniture. This allows our clients to choose from styles ranging from contemporary to more traditional, as well as an array of materials including marble, leather, wood, and lacquer." says Pitasky. As always Barry's designers display all furniture in room settings, so that you can get a feel for how it can look in your home.

One aspect that distinguishes Barry's from other furniture stores is the loyalty of its clientele. "Our clients have confidence not only in our product but in the people who stand behind it. They like working with a family business where all customers are treated as individuals," says Pitasky.

Many clients carry this loyalty throughout the country. "We did an entire home for a client in Bucks County six years ago, and a shore home in Margate a few years later.

"Then last year they came back to us and said they had bought another home in Boca Raton, Florida. Even though there are hundreds of furniture stores between here and Florida, they wanted us to furnish the house for them."

"They faxed us the blue prints and told us what they wanted. The logistics were a little more complicated but we put everything together and delivered a beautiful home, which they say is the envy of all their Florida neighbors.

"That's the kind of confidence our clients have in us. Whether you want to find that one special piece or furnish an entire home, Barry Interiors can help you create the look you want."

***Barry Interiors**, Princeton Forrestal Village, 609-243-9099. Route 1, Fairless Hills, Pennsylvania, 215-943-8280.*

Office Furniture by Barringers

We had a husband and wife come in not too long ago," says Sandra Widlitz, who with her sister Helene Goldberg owns Office Furniture by Barringers in Lawrenceville. "They had started their own software business out of their home. Finally the business had grown to the point where they were moving into an office. They needed three chairs and were so excited that they were finally going to have chairs that matched. Later they came back and bought desks."

"We work with a lot of small businesses," says Widlitz, "and we always feel excited to see them grow. We started working with one firm when they outfitted their first office. Since then they've needed furniture for 10 more offices, and we've provided the office furniture for each one. It makes you feel as if you're shanng a small part of their success."

Office Furniture by Barringers has something for every budget. "We sell desks, chairs, credenzas, computer furniture, file cabinets — all types of office furniture," says Widlitz.

Continued on following page

Barringer's: Sandy Widlitz stands by with 'instant' furniture.'

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Continued from preceding page

"If you're just starting out and your budget is small, we have a wide selection of lower priced furniture. You can set up an office with a desk, chair and credenza for $1,200 or just a desk and a chair for $600. Later as you prosper, you can move up to more expensive wood veneer furniture."

Many of the small businesses Widlitz works with are moving into office space for the first time. Some have trouble envisioning how their office will look or choosing furniture that fits the available space. "If you fax us a diagram of your office space with the dimensions," says Widlitz, "we'll work out a plan for you. We have experienced designers on our staff."

Another way to get an idea of how your office will look is to visit Barringers' showroom. All the furniture is displayed in office suites to give you a better idea how it will work in a finished office.

You can either buy furniture from Barringers' inventory or, if you prefer a fabric or design that is not in stock, order it at no additional charge. Furniture from Barringers inventory is usually delivered within a few days.

"Believe it or not, we've actually had people come in who have rented an office but forgotten until the last minute to order office furniture," says Widlitz. "But what happens more often is that their office space suddenly becomes available earlier than expected and they need instant furniture.

"When that happens we try to get their purchases to them as quickly as possible, or if they order something, we lend them furniture until their own comes in."

"We're really very easy to work with," says Widlitz. "We want you to have the best office furniture your budget will allow and we want to grow with you."

***Office Furniture by Barringers**, 2811 Alternate Route 1, Lawrenceville. 609-882-0009, Fax: 609-882-1933. Open Monday through Friday from 9 a.m. to 6 p.m. and Saturday from 10 a.m. to 4 p.m.*

Huckleberry Thin offers a broad range of 'fast, health conscious, reasonably priced foods' to customers who are 'becoming smarter and more health conscious.'

Huckleberry Thin

As a nation, we are continually becoming smarter and more health conscious about what we eat," says Ed Bernstein. "Yet with all the conflicting demands on our time, we don't want to give up the convenience of fast food. That's where Huckleberry Thin fits into today's lifestyle. It's a place where you can get quality healthful food with the speed and convenience of traditional fast food."

Bernstein, along with partners Steven and Kenneth Friedland, opened the first Huckleberry Thin store in the Mercer Mall last September. "Back in 1989 when we began working on the idea, we intended Huckleberry Thin to be a yogurt store," explains Bernstein. "But as we developed the concept, we realized that, although people yearn for yogurt, a store selling yogurt alone is limited. What people really want is a broad range of fast, health conscious, reasonably priced foods."

Unlike traditional fast food, Huckleberry Thin's wares are displayed in a counter case. Looking at the display, it's easy to be tempted by the 15 varieties of salad, half a dozen hot entrees including marinated chicken breasts, vegetable lasagna and manicotti, and hot and cold sandwiches.

Salads range in price from $2.89 to $3.99, while sandwiches, which are served on whole wheat pita or fresh rye bread, run from $2.10 to $4.99. Nothing is deep fried and there are always vegetarian choices.

Then of course there is yogurt. "We developed our own yogurt formula," says Bernstein. "It's different from any commercially available yogurt, and boy is it good! We have yogurt shakes, yogurt sundaes, our special super-thick yogurt crunch, and five sizes of various flavor yogurts all waiting to be topped with some of our 40 different toppings."

Bernstein, a partner in the law firm of Ridolfi, Friedman, Frank, Edelstein & Bernstein, does a lot of franchise law work. He saw in Huckleberry Thin the potential for expansion. "A new franchise outlet opens somewhere in the United States every 15 minutes," explains Bernstein. "Franchising has a strong future, so we've developed a comprehensive Huckleberry Thin franchising program. A second Huckleberry Thin store will open shortly in Cherry Hill."

And what advice can Bernstein the lawyer offer from his experience developing a fast food business? "That anything that you want to be good is always harder than you conceive it to be." answers Bernstein.

***Huckleberry Thin**, Mercer Mall, Lawrenceville, 609-987-0360. Open Monday through Thursday 10 a.m. to 9 p.m., Friday and Saturday 10 a.m. to 11 p.m. and Sunday 11 a.m. to 5 p.m.*

Franchise inquiries should be directed to Ed Bernstein, Kech International, Inc. 123 Franklin Corner Road, Suite 203, Lawrenceville 08648. 609-895-9676.

AAA Travel Agencies

Last year AAA wrote more airline tickets than anyone except the airlines themselves," says Margaret Young, director of Travel Agency Service for AAA Central New Jersey. "We also book cruises, reserve Amtrak tickets, and organize group departures to selected locations such as Hawaii and Alaska."

For most people the name AAA brings to mind road maps, TourBooks and emergency road service, not airline travel. But AAA, with 950 full service travel agencies, is the largest travel agency organization in North America. "If you're only familiar with our motoring services, then you're missing out on our other areas of expertise," says Young.

You don't have to be a AAA member to use the AAA Travel Agencies. "We have seven convenient locations in Central New Jersey," says Young. "Since we're a full service travel agency, we can help anyone with their travel plans. Of course there are some benefits and discounts that are ex-

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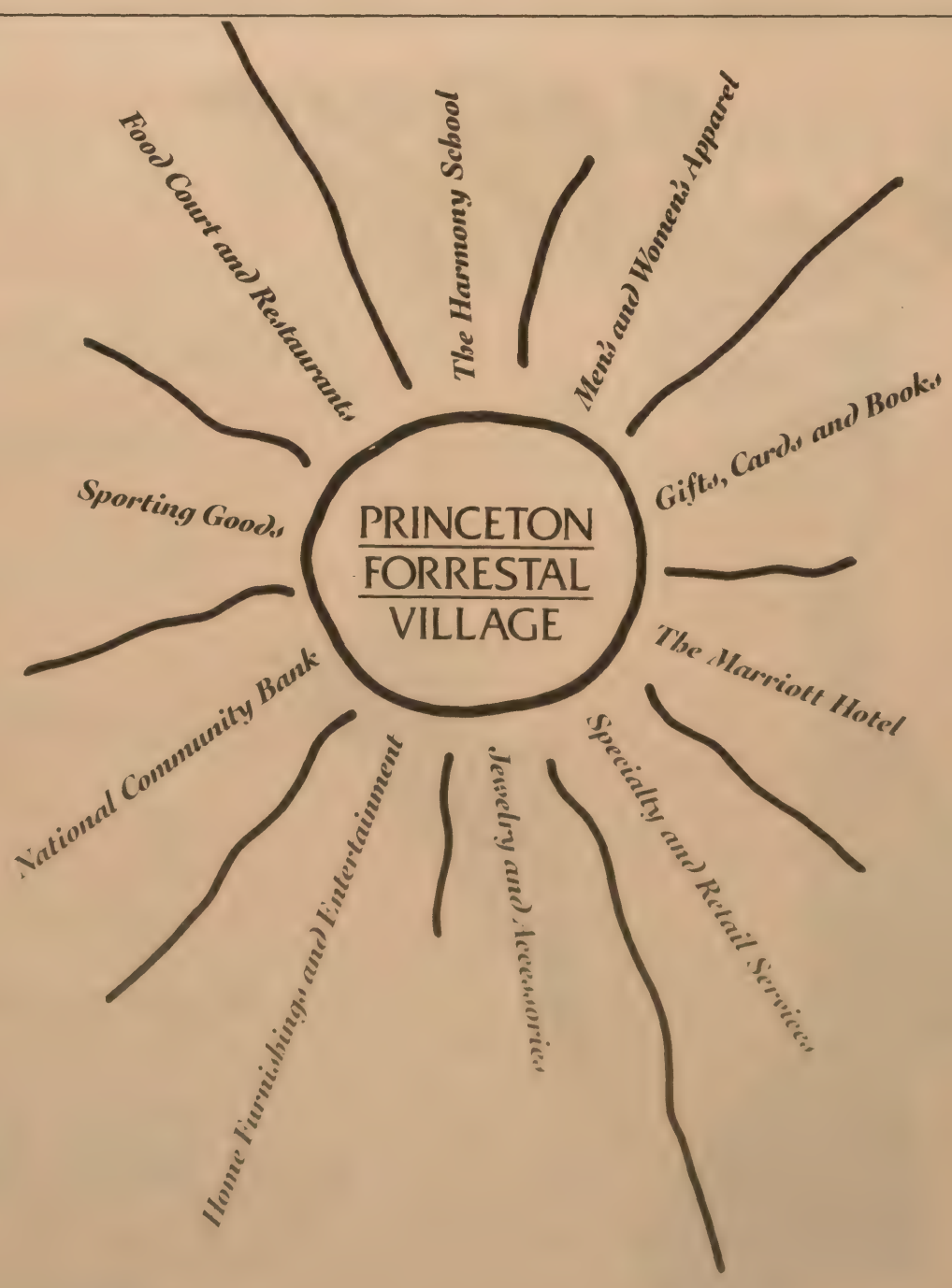

For information call 609-799-7400

Take the Princeton Forrestal Village Exit at Route 1 and College Road West

AAA Travel Consultants: Lisa Moscarelli, left, and Mindy Chinworth staff the new office at the Village Shopper.

clusive to AAA members only."

Membership in AAA Central New Jersey costs $40 the first year and $35 each year thereafter. With membership comes AAA's well known emergency road service in addition to its special travel information, maps, fee free travelers checks and many other benefits.

"You have an advantage in going to an AAA Travel Agency." explains Young, "We do so much business — $1.5 billion worth in 1990 — that we can negotiate deals with preferred suppliers." This means savings on tours, cruises, car rentals, hotels and more. This year AAA offers more than 900 discount cruise listings.

"We also are fully computerized and can quickly make comparisons of the options available to you, so that you get the best deal." Sometimes, Young explains, the best deal isn't the same as the lowest price. "For example, if your family is going to Disney World, the lowest price package could put you miles away from the main gate, where for a little more, we could put you in much closer accommodations so that you'd have more time for sightseeing.

"Because we are genuinely interested in your travel plans and our counselors go over all the details of your trip with you, we are able to customize an itinerary that is best for you and your family, whether it is for a trip to Florida or a trip around the world.

"Dealing with AAA is like dealing with an old friend. We've been around for 89 years. The spirit of dedication you've relied on for motoring services carries over into our travel agency," says Young.

AAA Travel Agencies, *Headquarters, 3 AAA Drive, Robbinsville, 609-890-2220*

Other locations: Village Shopper, 1378 Route 206, Skillman, 609-683-4400; Larchmont Shopping Center, Route 38 and Ark Road, Mount Holly, 609-778-8800; Exclusive Plaza, 318 Route 9 and Union Hill Road, Englishtown, 908-972-3100; Tano Mall, 1199 Amboy Avenue, Edison, 908-549-8484; West Hill Plaza, 864 Route 37 West, Toms River, 908-244-6800; Ocean Plaza, Route 35 and Sunset Avenue, Ocean, 908-918-0550.

AlphaGraphics: New Technology When You Need It

"Our competitors think we're crazy with the hours we keep," says Joe Schwartz, owner of AlphaGraphics in the South Brunswick Square Shopping Center. "We're open 7 days a week, 71 hours a week because I'm convinced that there is a need for our services outside the regular work day. Sometime in the future we will be open 24 hours a day."

AlphaGraphics provides full service desk top publishing, copying and printing. "We have seven Macintosh computers that let us do everything from word processing to sophisticated page layout. We help people quickly convert their ideas to camera ready originals.

"You can come in with a resume scratched out on the back of an envelope and typically within four hours during the work week or overnight on the weekend we can print your resume and matching cover letters and envelopes to speed you on your job search," says Schwartz. "We also do a tremendous amount of black and white and full color copying, and have a complete offset printing service for one to three color printing."

According to Schwartz, one in five people in the workforce keep hours other than a standard 9 to 5 work day. "We are open Monday through Friday from 7:30 a.m. to 7:30 p.m. because many people need to stop in before or after the regular work day. Our weekend hours are from 10 a.m. to 5 p.m. Saturday and noon to 4 p.m. Sunday.

"Not a weekend goes by that we don't save someone's hide by being open. Recently a sales executive for a soft drink company come to us for help. He found out on Friday afternoon that he could be included on the bid list for a major contract, but he had to be prepared to make a presentation at 10 a.m. on Monday. Over the weekend we were able to get his 40-page color proposal typeset, printed, copied, bound and ready for him to pick up by 7:30 Monday morning."

Joe Schwartz established AlphaGraphics three years ago and in doing so became a corporate dropout. "I left a job with a worldwide manufacturer of electronics where I had responsibility for an $80 million budget and 400 people working under me. I had lots of responsibility, but not much fun.

"One of my responsibilities was total customer service. In the corporate world I was continually frustrated by our inability to deliver on promises. At AlphaGraphics, I have control. We built our organization on people able to get the job done. If I promise that your job will be ready, we'll have it ready. Business people need that kind of reliability. It gives them piece of mind."

AlphaGraphics has 14 locations in New Jersey and more than 300 worldwide. "We have operations in Europe, the Far

Continued on following page

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Continued from preceding page

East, and even two in Moscow," says Schwartz. "All the offices are electronically linked. If you're traveling to the Far East to make a presentation, we can send your proposals electronically to our office there and have them reproduced to your specifications. You simply pick up the proposals when you arrive. You don't have to lug them around and you avoid problems of clearing them through Customs. AlphaGraphics goal is to give you access to the newest uses of technology when you need it."

AlphaGraphics, *South Brunswick Square (Grand Union Shopping Center) U.S. Route 1, South Brunswick. 800-468-0125. Also in the Wick Shopping Center, U.S. Route 1, Edison, 908-985-6677; and at 73 Church Street, New Brunswick, 908-545-6696.*

Princeton MarketFair

MarketFair is a mall on a manageable scale," says George Chirogene, general manager of Princeton MarketFair on Route 1 just south of Princeton. "It's easy to shop here. You can find the stores you want. The public areas are clean and well lit, there is an attractive variety of stores, and parking is never a problem."

MarketFair, which opened in the fall of 1987, is anchored by Epstein's, a moderate to better price, service-oriented apparel store. "Among the more unusual stores that set the tone for MarketFair are Williams-Sonoma, Brookstone, and the Sharper Image. Our 55 retail shops offer a wide variety of food, services, and merchandise with an emphasis on function and fashion," says Chirogene.

"Since MarketFair opened, we've responded to the needs of shoppers by bringing in new retailers — either as kiosks or in-line stores under temporary leases," says Chirogene. "Many of these have been great success stories. La Femme Boutique began as a kiosk, but grew to the point where last month it moved into an in-line store.

"Mother's Choice started with a temporary lease. It has been so successful that the owners are now considering becoming a permanent tenant. And they have opened Mother's Choice stores in two other locations.

"We would like to bring a few more special stores into MarketFair," says Chirogene. "We have some space that has never been developed which can accommodate perhaps five to eight more businesses of 1,200 to 6,000 square feet."

A U.S. 1 ADVERTISING FEATURE

Many first time shoppers are attracted to MarketFair by the United Artists movie theater. It is the largest movie theater complex in the area with a total seating capacity of almost 3,000. "With nine screens we have movies that appeal to a wide range of tastes and ages," says Chirogene.

"The third anchor store, Oshman's Super Sports, is the largest sporting goods and athletic apparel store in the market," Chirogene says. "If you're into sports or exercise, and you can't find what you need at Super Sports, it probably doesn't exist."

MarketFair also sponsors many special events to benefit shoppers. "Saturday, September 14, at 2 p.m. we're having a fall fashion show for everyone," says Chirogene. "Later in the month, from September 26 to 29, is the Creative Home Show. Then the first weekend in October, we're expecting about 20 exhibitors for our Antiques Show."

The management at MarketFair goes out of its way to be a good neighbor to the community. "This past July," says Chirogene, "we invited the local fire and rescue squads to stage a major emergency response training drill at MarketFair. This practice drill gave them a chance to simulate a serious fire or explosion. It gave them the opportunity to use all that they know how to do. The response we got from the emergency teams was very positive, so we are planning to do the drill on an annual basis."

Princeton MarketFair, *3535 Route 1, 609-452-7777, Fax, 609-452-8994. Inquiries about leasing space in MarketFair should be directed to George Chirogene, general manager.*

Montgomery Shopping Center

From meeting friends for an early morning breakfast at Friendly's to a late movie date at the Montgomery Theater, there's always something to do at the Montgomery Shopping Center," says Mark Hill of Hilton Realty. The Montgomery Shopping Center is conveniently located on Route 206 north of Princeton just beyond the Route 206 and Route 518 intersection. Twenty-six stores provide shoppers with everything from nails to fine candy.

"One thing busy people appreciate about the Montgomery Shopping Center," says Hill, "is that they can do so many of their errands in just one stop."

The Montgomery Shopping Center has been serving shoppers in the Princeton area for almost 30 years. The first stores were completed in the mid 1960s. Additional space was added until the center reached its present size of just under 100,000 square feet in 1974.

Foodtown, Route 206 Hardware, and the Montgomery Pharmacy provide the basics for most shoppers, but the specialty stores make the Montgomery Shopping Center truly distinctive.

If you're looking for a special gift, drop in at Creative Hands, where everything in the store is hand made. At the Guild Gallery Plus you can buy original artwork or have your own framed. The Greener House has greenery for every occasion and includes hydroponic grown plants.

If you yearn to get away from it all, you can get the scoop on the perfect getaway at Geostat, the map and travel book store, then book your trip through All Around Travel. Or for a food adventure closer to home, try the new Sahara Restaurant, featuring authentic Middle Eastern foods.

Soon the Montgomery Shopping Center will be able to offer even more variety. There are exciting plans for addi-

Princeton MarketFair is a mall on a manageable scale, says George Chirogene; The Montgomery Shopping Center has an eclectic mix, and plans for expansion.

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tional expansion. Pending final approval by the Department of Transportation for a traffic light at the entrance and final approval of utility hook-ups, the Montgomery Shopping Center will add 42,000 square feet of retail space.

"We want to make the Montgomery Shopping Center a convenient and attractive place to shop," says Mark Hill of Hilton Realty Corporation, which manages the shopping center. "In the past two years the canopy has been renovated, the shopping center has received a new roof, and the column areas have been bricked.

"When we expand, the parking lot will be re-done, and the entrance to the center will be relocated. We want to continue the tradition of the Montgomery Shopping Center as a one stop convenient place to shop," says Hill.

***The Montgomery Shopping Center**, Route 206, just north of the Route 206 and Route 518 intersection in Montgomery Township. For leasing information call 609-921-6060.*

Montgomery: The sign points the way to 26 shops plus a theater.

CompAccount: Common Sense Computers

So many people are afraid of computerizing their business. They've heard all these horror stories about $30,000 systems that are unusable or $15,000 custom software packages that don't get the job done," says Cathy Paulhamus, who with partner Kevin Hartzell owns CompAccount in Ewing.

"Computerization doesn't have to be a nightmare for a small business person, and it doesn't have to cost a fortune, either. We can computerize the records of a small business for around $4,000, depending on exactly what they want and what kind of computer they get."

CompAccount's goal is to help small businesses get the most pragmatic use from their computer systems. "Most of our clients are entrepreneurs who are actively involved with their businesses," explains Paulhamus. "They'd much rather be out there selling than taking care of the administrative details, but they have to keep tabs on sales, inventory, vendors and customers.

"The job is too time consuming to do with paper and pencil. These people don't want high tech computer stuff. What they need from computerization is easy access to information and they need to get it without hours of training."

CompAccount uses low cost, off the shelf software from national vendors such as Microbiz and Computer Associates. Taking different components which have been tested and proved compatible — no experimental stuff, Paulhamus says — they put together a system that solves the particular problems of their client.

"Our clients in retail businesses need to keep track of sales and inventory as well as basic bookkeeping," says Paulhamus. "So we are now providing retail point-of-sale systems including bar code readers, customer databases, and different sales reports that interact with the bookkeeping software.

"For example, a liquor store owner who before computerization would have to physically spend a day scanning the shelves to determine what to reorder can in about an hour with one of our systems generate a list of what he needs to re-order, the stock number and the name and address of the vendor.

"We also show small business owners how to use their information for other projects. A beauty salon might keep track of all the customers who get permanents. Then when they run a special on perms they can use the information to generate a promotional mailing to send those customers."

Service businesses benefit from CompAccount's billing service which gets invoices out on time, tracks customer payments, and writes checks. "These services can be performed weekly either at the client's place of business or at ours," explains Paulhamus.

CompAccount will lease small business owners an entire computer system and remain responsible for maintaining and upgrading the system. But "if you already have a computer or want to buy one, we'll work with you to find the system that solves your business problems," says Paulhamus. "Computerization doesn't have to be a scary, expensive process."

***CompAccount,** 102 Rutledge Avenue, Ewing, 609-530-0198.*

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Mother's Choice

Continued from page 11

Palmer Square East, Palmer Square, Princeton, 609-683-7997. Erik Schoemaker. Pizza custom-assembled on fresh bread crusts for baking at home.

Mykonos, 22 Witherspoon Street, 609-921-2200. George & Athena Manolakis. Greek, American food & pastry & pizza, including Greek vegetarian.

Philadelphia Steak & Sub, 17 Market Hall, Princeton Forrestal Village, 609-520-0503. George Allman.

Princeton Deli, 236 Nassau Street, 609-921-0438.

Prospect Corner Kitchen, 404 Plainsboro Road, Plainsboro, 609-799-5680. Andrea Grassi.

Roll-Boll, 26 Market Hall, Princeton Forrestal Village, 609-452-0609. Anthony Felicetta.

Roy Rogers, 20 Market Hall, Princeton Forrestal Village, 609-452-9676. Tim Rouse.

Roy Rogers, Quakerbridge Mall, 609-799-1802.

Department Stores

Best Products, 4152 Quakerbridge Road, Lawrenceville, 609-799-2901. Timothy Mears. Everything except clothes and shoes.

Caldor, 10 Schalks Crossing Road, Plainsboro Town Center, 609-799-3770. Joseph Noonan.

Dunham's, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-989-7777. Karen Vegotsky.

Jamesway, South Brunswick Square, Monmouth Junction, 908-329-0050.

JC Penney, Quakerbridge Mall, 609-799-8100. Charles Slupe.

K-Mart, 170 Mercer Mall, 609-452-2777. Anthony Rogers.

Lord & Taylor, Quakerbridge Mall, 609-799-9500. Stephanie Flano.

Macy's, Quakerbridge Mall, 609-799-8000. Laura Miller.

McCrory's, Route 1 and Texas Avenue, Lawrence Shopping Center, 609 883-7521. Robert Schaumburg. Traditional variety store

Princeton University Store, 36 University Place, 609-921-8500. Donald Broderick. Books, clothing, sheet music, records, cameras, more

Sealfons, 17 Palmer Square, Palmer Square, 609-924-3300. Pat Knittell. A mini-department store with women's and missy clothing, lingerie, accessories, gifts, dry goods, and notions.

Sears, Quakerbridge Mall, 609-936-2000. Douglas R. McGeorge. Including the Sears Office Center, featuring computers and office products.

Woolworth's, Quakerbridge Mall, 609-799-8600. Steven Jerome.

Woolworth's, 116 Nassau Street, 609-924-1114.

Gift Shops

A little bit of What You Fancy, 20 Nassau Street, 609-924-1270. Mary-Anne Helms. A quirky gift shop with a quirky name and lots of appeal.

A Touch of Glass, Route 31, Pennington Shopping Center, Pennington, 609-737-8788. Urmilla Seetha. Baskets, potpourri, candles.

Ampros Trophies of Princeton, 4270 Route 1 North, Monmouth Junction, 908-274-2255. Ruth Cornicello. Awards, advertising specialties, architectural signage, executive gifts.

Amy's Hallmark, 1225 State Road, Princeton North Shopping Center, 609-921-7216. Robert Dreyling. Cards and gifts, formerly Nassau Card Shop.

Audrey's, 64 Princeton Hightstown Road, Acme Shopping Center, Princeton Junction, 609-799-3636. Hallmark cards.

Barlow's Hallmark, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-275-4604. Evelyn Freitag. Stationery and gift store.

Basket Specialties, 33 West Broad Street, Hopewell, 609-466-2759. Norah R. Jones. Custom gift baskets of gourmet foods, baby gifts, toiletries, collectibles, gifts for corporate or personal occasions. Free local delivery, domestic shipping.

Bea's Hallmark, 3535 Route 1, Princeton MarketFair, 609-520-1177 Stationery and gifts

Boehm Porcelain Gallery, 25 Fairfax Street, Trenton, 609-392-2207. Virginia Perry.

Bowhe & Peare, 356 Nassau Street, 609-924-2086. Rie Jensen. antiques, collectibles, gifts. Formerly Contemporary Impact.

Boxworks, 10 Hulfish Street, Palmer Square, 609-497-1323. Joan Hagen Extensive selection of cards and wrappings, also a gift wrapping and sending service.

Brass Horn, 74 Witherspoon Street, 609-924-5544. Willem van der Wilden. Decorative brass hardware and giftware.

Brass House, Princeton Shopping Center, 609-924-1079. Sue and Bob Ashta. Brass accessories and giftwear, decorative items, costume jewelry and leather items.

Card-O-Rama, Quakerbridge Mall, 609-799-2444. Amie Marie Callow. Stationery, cards and gifts.

Carella's Hallmark, 2431 Nottingham Way, Trenton, 609-587-5823. Frederick Carella.

Carella's Hallmark, Mercer Mall, 609-520-0205. Tom Carella. Cards, stationery and gifts.

Caswell-Massey, 111 Main Street, Princeton Forrestal Village, Princeton, 609-520-0557. May Lewis. Specializing in bath preparations and personal care items.

Clayphernalia, 200 Washington Road, Rocky Hill, 609-924-6394. John Shedd. Fine craft gallery, specializing in work by the owners: decorative vases, tiles, serving pieces, belts, jewelry.

Cornucopia, 32 Main Street, Kingston, 609-683-7401. Ellen Charles. Dried fruits, nuts, candies; gourmet gift baskets; decorative flags and windsocks; corporate gifts; shipping services.

Crabtree & Evelyn, 53 Palmer Square West, Palmer Square, 609-924-9388. Karen Schneider. Toiletries, perfumes, soaps, gourmet foods, gift baskets, corporate gifts.

Creative Hands, Route 206, Montgomery Shopping Center, Rocky Hill, 609-924-3355. Deborah Sands. Handcrafted jewelery and other gifts

Ebony and Ivory, 57 Princeton Avenue, Hopewell, 609-466-3966. Barbra Bleecker. Clothing, jewelry, accessories, and artwork from around the world.

Etcetera Card Shop, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-883-0472. Alice B. Weber.

Fantasyland, 353 Georges Road, Station Center, Dayton, 908-274-1668 Rosalie Weissman. Toys and personalized gifts for children and adults.

Franklin Park Cards and Gifts, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-7980. Meeta Singal. Statiaonery, gifts and candy.

The Front Porch, 24 South Main Street, Pennington, 609-737-0071. Valerie Orlando. Gifts, china, crystal, flatware, home accessories.

Gail's Gifts, 20 North Main Street, Pennington, 609-737-0545. Gifts and toys.

Gift Basket, 2622 Nottingham Way, Mercerville, 609-588-8636. Ann Innocenzi.

Giggles, Quakerbridge Mall, 609-275-8822. Stuffed animals, balloons, novelties.

Golden Triangle, 116 Stanhope Street, Princeton Forrestal Village, 609-520-8780. Carolyn Mule. Executive gifts, writing instruments, leather briefcases, and attaches.

Handblock, 51 Palmer Square West, Palmer Square, 609-921-3559. M.E. Lawlor. Cotton and linen goods; dresses, napkins, sheets, place mats, a Canadian chain.

Huckleberry Finn, Quakerbridge Mall, 609-275-0666. Jim Chesky. Country-style decorator items.

Jordan's Cards and Gifts, Princeton Shopping Center, 609-924-6161. Lewis Wildman. Stationery, gifts and novelty items.

La Femme Boutique, Princeton MarketFair, Princeton MarketFair, 609-520-0854. Pamela Menendez. Gifts for ladies, brides and babies, also an eclectic presentation of home furnishings.

le nom, 108 Main Street, Princeton Forrestal Village, 609-520-1445. Patricia and Liza Slowik. Monograms and personal and corporate logos, linens, personalized gifts.

Lottie Vee's Handcraft Shop, 16 North Main Street, Pennington, 609-737-8606. Placemats, napkins, pillows, dolls, doll furniture, wreaths, baby items.

Made by Hand, 360 South Broad Street, Mill Hill District, Trenton, 609-392-5016. Betty Holland. Handcrafted American items, including jewelry, rugs, baskets and pottery.

Makrancy's Mille Fleurs, 3535 Route 1 South, Princeton Marketfair, 609-951-0722. Pat Johnson. Flowers and gifts.

The Mole Hole, 109 Rockingham Row, Princeton Forrestal Village, 609-520-9757. Bill Haines. An unusual assortment: signed and numbered prints, Wolfard oil lamps, and the largest selection of kaleidoscopes in the area.

The Mole Hole, Princeton MarketFair, 609-951-9704. Ed Oehler. Dickens village figurines, Swarovski Austrian crystal, picture frames.

Nature Company, 23 Hulfish, Palmer Square, 609-683-8222. Annemarie McAuliffe. Nature oriented tools, toys, gifts, instruments.

Norman's, 102 Nassau Street, 609-921-2191. Cards and gifts.

Norman's, Quakerbridge Mall, 609-799-8090.

Norman's, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-3028. Susan Richard.

Not Just Baskets, Market Food Hall, Princeton Forrestal Village, Princeton, 609-936-1230. Rosemary Hall. Gift baskets, coffee.

The Perfect Gift, 246 Nassau Street, 609-924-5205. Mona Fisher & Minnie Kohli. Crystal, china, silver, pottery, mirrors, prints, lamps.

Personal Shopper, 420 Meadowbrook Road, Robbinsville, 609-426-1636. Dawn Lee Platz. Corporate gift service.

Personal Shopping Services, 3500 Barrett Drive, Kendall Park, 908-821-6687. Margaret Mucario.

Santa Fe Pottery Co., Route 27, Food for Thought Shopping Center, Kingston, 609-683-1663. Susan Kelly. Handmade pottery from the South-

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west, wool handwoven rugs, native American silver and turquoise jewelry, selected dry foods and spices.

The Sassy Squirrel, 130 Washington Street, Rocky Hill, 609-921-3993. Gifts, novelties, crafts, collectibles.

Spencer Gifts, Quakerbridge Mall, 609-799-1981. Dennis Angeli. Eclectic assortment of novelty items and gag gifts.

Things Remembered, Quakerbridge Mall, 609-799-2787. Knick-knacks personalized with monograms, also engraving of any item.

Wicks 'n' Sticks, Quakerbridge Mall, 609-799-7576. Dee Picciolo. Candles and accessories.

Wit and Whimsy, 45 Palmer Square West, Palmer Square, 609-921-0289. Susie Kuser. Gifts and children's clothing, bridal registry, soon to move to 210 Nassau Street.

Hardware

206 Hardware & Home Center, Montgomery Shopping Center, Rocky Hill, 609-921-2448. Mike Stachowicz.

Channel Home Center, 300 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-274-9500. Larry Proscia.

Channel Home Center, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-883-8991. Donna Guyre.

Delcampe & Company, Inc., 1225 State Road, Princeton North Shopping Center, 609-921-8033. Victor DeLcampe. Locksmiths, security systems.

Door Center, Route 206 South, the Village Shopper, Rocky Hill, 609-924-3884. Charlie Huebner. Doors, windows, and hardware accessories.

Grossman's, 2870 Brunswick Pike, Lawrenceville. 609-771-4115. Floyd Morris. Building supplies.

Grover Lumber Company, 194 Alexander Street, 609-924-0041. Fax: 609-924-4549. Nancy Baker. Building materials and lumber, millwork and mason supplies; delivery, lumber cut to specifications.

Hesco Electric Supply, 809 State Road, 609-924-0778. Willie Aloeff.

Hamilton Supply Company, 335 West New Road, Monmouth Junction, 908-329-0818. Jesse Coleman.

J.B. Hill & Sons, 43 Railroad Avenue, Hopewell, 609-466-0005. Lumber.

Lawrenceville Hardware, 2667 Main Street, Lawrenceville, 609-896-0200.

Lucar Hardware, Princeton-Hightstown Road, Princeton Junction, 609-799-0599. T. Alvin Carson.

William Miller Garage Doors, Princeton Junction, Princeton Junction, 609-799-2193.

Pennington Hardware, 15 West Delaware Avenue, Pennington, 609-737-0059.

Plainsboro Hardware, 607 Plainsboro Road, Plainsboro, 609-799-3320. Servistar store, Moore paints.

Princeton Hardware, Princeton Shopping Center, 609-924-5155. Joe Luther.

Ken Paul's Inc., 107 Route 31 North, Pennington, 609-737-1362. Kenneth Paul. Fire & burglar alarm systems.

Urken Supply Company, 27 Witherspoon Street, 609-924-3076. Fax: 609-924-6769. Irv Urken, John Cavozos. Building products, interior design, home improvement needs and services.

Hobbies

H. P. Clayton Yarn Shop, 41 Palmer Square West, 609-924-0086. Everett and Barbara Garretson. Yarn, needlework supplies, needlepoint.

Gotta Have It Hobbies, 12 North Main Street, Pennington, 609-737-3433. Bill Zentmayer. Model airplanes, model kits, baseball cards, sports memorabilia.

Inkadinkado, Quakerbridge Mall, 609-275-3879. Ron Turin. Funny rubber stamps.

Iron Horse Hobbies, 108 Flock Road, University Plaza, Mercerville, 609-586-2282. Model trains and accessories; also model cars, boats and airplanes; other hobby and miniature items.

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Windsor Toy and Hobby, 64 Princeton Hightstown Road, Princeton Junction, 609-799-0449. Mike Burak. Specializes in Madame Alexander dolls.

Home Appliances

All Appliance Repair, Route 31, Pennington Industrial Center, 609-737-0999. Barbara Kerr. Appliance repair, major home appliances.

American Appliance, 2290 Brunswick Pike, Lawrenceville, 609-895-1300. David Keen.

American Sewing & Vacuum Center, Princeton Shopping Center, 609-921-2205. Barry Yellon. Domestic and industrial sewing machines and vacuum cleaners; sales, service and parts.

Mrs. G's, 2960 Brunswick Pike, Lawrenceville, 609-882-1444.

Stony Brook Vacuums, 157 Mercer Mall, 609-987-8684. Robert J. Manganelli. Vacuum cleaner sales and service, key making, and janitorial and cleaning supplies.

Home Furnishings

Astro Lighting Galleries, 2797 Brunswick Pike, Lawrence, 609-883-6262. Jerry Reinhardt.

Atlantic Bedquarters, 10 Schalks Crossing Road, Plainsboro Town Center, 609-275-8240. Fred Lonardo. Also iron and brass beds, adjustable electric beds.

Barry Interiors, 135 Village Boulevard, Princeton Forrestal Village, 609-243-9099. Annette and Barry Pitasky. Unusual, eclectic, contemporary and transitional furniture and accessories, elegant child-sized furniture; interior design service.

Bed N Bath, 101B Mercer Mall, 609-452-0322. Laurie Commarato. Bedroom and bathroom decorator items and linen.

Bellini Juvenile Furniture, Princeton Shopping Center, 609-921-1616. Sue Carnegie. Bedding, wallpaper and accessories; clothing and toys, design and decorating services.

The Blind Man, 390 Route 206, Hillborough, 201-924-4442. Lawrence N. Crisafi. Retail window covering store with wholesale fabrication.

The Bombay Company, Quakerbridge Mall, 609-699-0894. Norm Pengelly. 18th and 19th century English antique reproductions.

Capitol Lighting, 2851 Brunswick Pike, Lawrenceville, 609-882-2119. Bruce Devlin.

Carapezza Tile Corporation, 2235 Route 1 South, North Brunswick, 908-821-0204.

Cimino's Carpet Shop, 2944 Brunswick Pike, Lawrenceville, 609-882-3200. Anthony Cimino.

Cloud 9 Manufacturing, 116 North Main Street, Hightstown, 609-443-4499. Sandra Diaz. Beds, pillows, and futons.

Color Tile, 3250 Brunswick Pike, Lawrenceville, 609-896-3090. Tom Klingler.

Country Workshop, the Marketplace, Route 27, 908-297-1887. Carol Holland. Solid maple, oak, or walnut furniture, unfinished or professionally finished, modular wall systems.

Couristan Carpets, 28 Abeel Road, Cranbury, 609-655-3300.

Discount Sleep Centers, 2901 Brunswick Pike, Route 1 Plaza, Lawrenceville, 609-530-1390. Jeff Brown.

Duxiana, 104 Village Boulevard, Princeton Forrestal Village, 609-987-1717. Garvan Kelly. Luxury bedding and mattresses.

Eber's Casual Furniture, 2970 Brunswick Pike, Lawrenceville, 609-896-1333. Michael Eber. Outdoor and indoor furniture; wicker, rattan and accessories.

Einstein Moomjy Carpet, Brunswick Pike, Lawrenceville, 609-830-0700. Specializing in Oriental rugs.

Energy Warehouse, 2801 Brunswick Pike, Lawrenceville, 609-882-6006. Rick Davis. Four Seasons Greenhouses and other energy saving fixtures and materials for the home.

Erney's Unfinished Furniture, 2807 Brunswick Pike, Lawrenceville, 609-530-0097. Joseph L. Green. Unfinished wood furniture; finishing and delivery services available.

Ethan Allen Galleries, Route 1 North, Lawrenceville, 609-883-2121. Carol Streisand.

Fan World, 2901 Route 1, Lawrenceville, 609-771-9700. Michael Sherman.

Flemington Tile, 2821 Brunswick Pike, Lawrenceville, 609-530-0202. Dennis DelRocco.

G. Fried Carpet, Princeton Shopping Center, 609-683-9333. Sharyn Seifert. Quality carpets and rugs at discount; installation.

Garden State Tile, 1290 Route 130, Dayton, 908-329-0860. Ceramic wall and floor tile; glass block; porcelain.

Gasior's Furniture, 2152 Route 206, Belle Mead, 908-874-8383. Robert J. Gasior. Specializing in 18th century design.

Great American Furniture Company, the Marketplace, Route 27, 908-422-7898. Skip Morse. Also kids furniture.

Hesco Lighting, 809 State Road, 609-924-9425. Nancy Whitlock.

Hoffman Carpet, 18 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-2600. Charlotte Sternberg.

Ideal Tile, 2901 Route 1 Plaza, Lawrenceville, 609-771-1124. Alice Canning.

Interiors at the Tomato Factory, Hamilton Avenue, Hopewell, 609-466-2640. Mary Ann Browning. Interior decorating.

Jefferson Bath and Kitchen, 198 Witherspoon Street, 609-924-0762. Mary Kay Girmscheid. Bath and kitchen fixtures and decorative hardware; bathroom renovations with free estimates.

Leather Gallery, 830 Route 206, 609-924-5588. Linda Quijano. Leather furniture.

Light Gallery, Princeton Shopping Center, 609-924-6878. Touffic Allen. Lighting for home and business.

Lippincott's Classic Furniture, 5806 Route 202, Lahaska, 215-794-7734. Carroll Lippincott. Handcrafted country furniture, lamps, leather furniture, mirrors, paintings.

Mack Dinette, 2340 Route 33, Robbinsville, 609-259-2006. Gary Perry.

Mattress Fair, Route 31, Pennington Shopping Center, 609-737-6830. Bruce Bitler.

Mercer Carpet, 3257 Quakerbridge Road, Mercerville, 609-587-2656. Tony Picardi.

Nassau Interiors, 162 Nassau Street, 609-924-2561. Claudia LaPlaca. Furniture and accessories including Sherrill, Henredon, Heirloom.

Nejad Gallery, Inc., 210 Nassau Street, 609-683-1188. Ali R. Nejad. Investment quality Oriental rugs.

Park Lane Furniture, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-8770. Thomas Klozowski.

PTK Oriental Rugs, 2817 Brunswick Pike, Lawrenceville, 609-883-6666. David Kish. International selection from China, India, Turkey, Iran.

Princeton Marble and Tile, 8 Chambers Street, 609-497-1111. Joseph Abdalla.

Quaker Curtains and Bath, Quakerbridge Mall, 609-799-4474. Gary Salup.

Regent Floor Covering & Carpet Shop, 7 Route 31 North, Suite G, Pennington, 609-737-2466. Joseph Rossi.

Rider Furniture, 12-14 Main Street, Kingston, 609-924-0147. William Thompson. New furniture and restoration of antiques; also draperies, bedding, carpeting.

Royal Home, 120 Stanhope Street, Princeton Forrestal Village, 609-520-1240. Christine Garman. Comforters, bed linens, curtains, window treatments, pillows, bathroom accessories.

Sofa Factory, 1075 Cranbury-South River Road, Forsgate Technical Center Suite3, Jamesburg, 609-395-0080. Factory showroom.

Sofas Etc By David & David, 3800 Quakerbridge Road, Hamilton Township, 609-586-2100. Cathy Landis. Sofas, loveseats, sleepers, plus carved wood chairs, recliners, tables, lamps, and fabrics.

Spotlight Gallery, 106 Mercer Street, Hightstown, 609-443-9200. Ron Sackowitz.

This End Up, Quakerbridge Mall, 609-799-5644. Casual furniture.

The Timekeeper, 3535 Route 1, Princeton Marketfair, 609-520-1214. Don and Pauline Diehl. New clocks (grandfather, mantel, cuckoo, anniversary) and services (shipping, repair, set-up) for fine and antique clocks.

Treasure Island, Mercer Mall, 609-987-8550. Julie Kamis. Patio furniture, craft supplies.

USA Baby, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-896-2229. Arthur Weissman. Children's furnishings.

Wall Furniture Outlets (WFO), 153 Mercer Mall, 609-520-1099. Sergio Pastore. Wall units, entertainment centers, bookcases.

White Lotus Futons, 6 Chambers Street, 609-497-1000. Futons, futon covers, furniture, mattresses, frames.

Workbench, 107 Rockingham Row, Princeton Forrestal Village, Princeton, 609-452-2422. Richard Hoey. Contemporary furniture for home and office.

Jewelry

Bailey, Banks and Biddle, Quakerbridge Mall, 609-799-8050.

Barclay Jewelers, Quakerbridge Mall, 609-275-8200.

Baubles, 56 Nassau Street, Palmer Square, 609-497-9082. Linda Pierce. Do-it-yourself beads, faux jewelry, craft classes.

Belden Jewelers, Quakerbridge Mall, 609-275-1011.

Belle Jewelry, South Brunswick Square, Monmouth Junction, 908-329-2811. Elie Yammine. Gold and diamond jewelry, watches, repairs, custom designs, appraisals.

Carmean Jewelers, Route 206, the Village Shopper, Rocky Hill, 609-497-1570. Arthur Carmean. Also repair services.

F.J. Cooper Inc., 63 Palmer Square West, Palmer Square, 609-924-7259. Sandra Moran. Custom-made fine jewelry.

Crown Jewel, Quakerbridge Mall, 609-799-9743. discount jewelry.

Forest Jewelers, 20 Nassau Street, 609-924-1363. Mitch Forest. Custom fine jewelry and repair.

Glazer's, 2225 Route 1 South, North Brunswick, 908-821-6650. Helene Glazer.

Goldcore Jewelers, 10 Schalks Crossing Road, Plainsboro Town Center, Plainsboro, 609-275-1501. Sue Hermann & Ronald Goldfarb. Discount-priced jewelry.

Golden's Jewelers, 98 Mercer Mall, 609-243-9444. Larry Golden.

Gordon's Jewelers, Quakerbridge Mall, 609-799-8148.

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Hamilton Jewelers, 92 Nassau Street, 609-683-4200. Hank Siegel. Full-service jewelry store.

Hamilton Jewelers, 2542 Brunswick Pike, Lawrenceville, 609-771-9400. Robert Kuhn.

Hannoush Jewelers, 3535 Route 1, Princeton MarketFair, 609-520-0085. Said Harmoush. Jewelry repair, diamonds, giftware.

Jeffrey Scott Fine Jewelry, 3043 Route 27, Franklin Park, 908-422-6866. Brenda Wolf.

Jewelers Workbench, 161A Mercer Mall, 609-452-0511. Gail Silver. jewelry sales and repairs; all work done on premises.

Jewelry Repairs By Us, Princeton Shopping Center, 609-683-7133. Dick Marlowe. Sales, repairs, custom designs. Work done on premises.

Jewels by Juliana, 16 Witherspoon Street, 609-921-7233. Juliana Gambino Drong. Some estate and antique pieces, repair.

Kay Jewelers, Quakerbridge Mall, 609-799-5007. Jane Sullivan.

LaVake Jewelers, 54 Nassau Street, Palmer Square, 609-924-0624. Samuel Kind. Full service jewelry and giftware, bridal registry, stationery, corporate gifts, jewelry and watch repair departments.

LaVake Jewelers, 122 Village Boulevard, Princeton Forrestal Village, 609-520-0755.

Le Bijou Fine Jewelers, 3535 Route 1, Princeton MarketFair, 609-987-2422. William P. Biache Jr. Jewelry design and manufacture, GIA certified appraisals, jewelry and watch repairs.

Littman Jewelers, Quakerbridge Mall, 609-799-8171.

Marika's Jewelers, 1225 State Road, Princeton North Shopping Center, 609-924-9400. Mary Mueller.

Ocean Crest, 3535 Route 1, Princeton MarketFair, 609-452-2028.

Pennington Jewelers, Route 31, Pennington Shopping Center, 609-737-3775. Charles and Barbara Miller.

Piercing Pagoda, Quakerbridge Mall, 609-799-1544.

Plumb Gold, Quakerbridge Mall, 609-275-0125.

Silver Visions, Quakerbridge Mall, 609-243-9365. Sterling silver and rhinestone jewelry, also in Brunswick Square Mall.

Sunshine Design, 10 Chambers Street, Original art, jewelry, gifts.

Terry Pratico Jewelers II, Princeton Meadows Shopping Center, Plainsboro, 609-275-0018. Dennis Williams. Retail, repairs, appraisals.

Valentine's Jewelry, 3800 Quakerbridge Road, Mercerville, 609-584-8111. Marta Valentine.

Vecere Jewelers, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-883-7966. Robert A. Vecere Sr.

Village Silver, 39 Witherspoon Street, 609-924-5990. Sterling silver jewelry, American Indian designs.

Zales Jewelers, Quakerbridge Mall, 609-799-8045. Rolanne F.W. Bunker.

Kitchen Wares

Cranbury Cook, 33 Princeton-Hightstown Road, Ellsworth Center, Princeton Junction, 609-395-8008. Joanne Meehan. gourmet cookware, cutlery, cook books, and gadgets.

The Cupboard, Quakerbridge Mall, 609-799-8294. Accessories for kitchen decoration.

Hoffritz for Cutlery, 3535 Route 1, Princeton MarketFair, 609-452-0199. Robert Fausey. Cutlery, gadgets, and accessories.

Housewares Plus, South Brunswick Square, Monmouth Junction, 908-329-0404. Linda Presoise. Kitchen supplies.

Kitchen Kapers, 7 Palmer Square East, 609-924-9190. Cathy DelleMonache. Kitchen supplies and appliances, tableware, coffees.

L. B. Gadget, 3535 Route 1, Princeton MarketFair, 609-987-0113. Barbara Sklute. Kitchen gadgets.

Platypus, 3535 Route 1, Princeton MarketFair, 609-734-9377. Steven Evans. Kitchen appliances, cookware, tableware, fine chocolates, coffees, and original Black Hawk hickory wood chips.

Pottery Barn, the Marketplace, Route 27, 908-297-6020. Linda Miller. Tabletop and home accessories.

Williams-Sonoma, 3535 Route 1, Princeton MarketFair, 609-520-8866. Sarah Hengel. kitchenware and tableware.

Mailing Services

Mail Boxes Etc., 4095 Route 1 South, Monmouth Junction, 908-329-3600. Bill Lockard. Private mail service, packaging, shipping, fax, notary, Western Union, copies, passport photos, word processing.

Mail Boxes Etc., 2227 Route 1, Commerce Center, North Brunswick, 908-821-1166. Daisy Brahim.

Mail Boxes Etc., 34 Concordia Center, Cranbury, 609-395-1144. Andy Barsky.

Mail Boxes Etc., Mercer Mall, Lawrenceville. Neil Falgiano. 609-243-9595. Fax: 609-243-9797.

The Mailroom, 64 Princeton-Hightstown Road, Princeton Junction, 609-799-1818. Richard A. Stefani. Packing and shipping, mailing, word processing, copying, binding, private mailbox rental, fax, stamps.

Pack-A-Rama, 2536 Brunswick Pike, Lawrenceville, 609-771-0222. Barry Rosenhaus. Packing, mailing, shipping center, fruit and flowers by wire, film development, notary, mail box, printing, faxing.

Packaging Store, 820 Route 206, 609-497-0947. Marc D. Rubiano.

Princeton Mail Service, 301 North Harrison Street, Princeton Shopping Center, 609-924-6059. Kathy Chander. Mailboxes; shipping services; fax; cartons and supplies.

Shipping Connection, 2025 Old Trenton Road, Cranbury, 609-443-8688. Roger A. Hummel Sr. Packaging and shipping.

U.S. Postal Substation, in Pants Saloon, Princeton Shopping Center, 609-924-6276. Jim Cloer. Stamps, mailing of packages and letters.

Wrap-it Transit, 108 Flock Road, University Plaza, Mercerville, 609-586-5533. Howard Roth.

Music Stores

Chopin Piano Company, 1001 North Olden Avenue, Trenton, 609-695-7456. Alfred M. Kotsch. Steinway specialists.

Farrington's Music Center, 12 Spring Street, 609-924-8282. E. Nelson Farrington. Instruments, accessories, sheet music, and instrument rentals; also on Route 33 in Hightstown (609-448-7170).

Newsstands

Dero's Gift Shop, 102 Carnegie Center, 609-987-1731. Anthony Barbieri. At the Hyatt.

The Kiosk, Palmer Square East, Palmer Square, 609-921-8846. Hyoung and In Kim. An excellent selection of magazines and newspapers.

Office Supplies

Action Business Supplies, the Village Shopper, Skillman, 609-924-3454. Walter Skoriak.

Center Stationers, Princeton Shopping Center, 609-924-5706. Jane Proctor. Office and school supplies; printed stationery; cards; party supplies; newspapers and magazines.

Dwyer's Stationery and Office Supplies, 117-119 North Broad Street, Trenton, 609-695-6186. Karen Dwyer.

Hinkson's Stationers, 82 Nassau Street, 609-924-0112. Andrew Mangone.

Moribe & Associates, 18 Catbird Court, Box 6969, Lawrenceville, 609-896-1377. Connie E. Moribe. invitations, stationary.

Office Specialties, Box 3007, 2105 Nottingham Way, Trenton, 609-587-5411. Wally Sawka.

Quakerbridge Office Supplies, 4040 Quakerbridge Road, Park Plaza, Mercerville, 609-587-5937. Dan Nazzaro. Corporate accounts and delivery service, plus specialized children's, teacher's and equipment sections.

Harry Strauss & Sons Inc., 104 Nassau Street, 609-924-2243. Hank Strauss. Office supplies and office machines.

Office Equipment

Adco Leasing Inc., 1041 Route 1, 609-452-8690. Charles Defaro. Business equipment.

Armpco Office Machines, 4105 Route 1, Suite 3, Monmouth Junction, 908-274-0880. Bill Baugher. Mita copiers, service for other brands.

Arnolds Office Furniture Company, 2175 Spruce Street, Trenton, 609-882-4747. Arnold Norman.

Business Machine Supply (BMS), 2 Ludlow Drive, Ewing Business Park, Ewing, 609-883-5198. Vera Bongartz.

Business Furniture Inc., 1100 Cornwall Road, Monmouth Junction, 908-821-5455. Bill Ziegler.

Coastal Copy Systems, 11 Deer Park Drive, Suite 100, Monmouth Junction, 908-329-4588. Bernard W. Ozarowski. Copiers, duplicators, and facsimile equipment.

Corporate Facilities of New Jersey Inc., 203 North Center Drive, North Brunswick, 908-821-6107. Michael Bauck. Office furniture.

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Garden State Business Machines, 6 Quakerbridge Plaza, Building 6, Suite 107, Mercerville, 609-890-8100. Rob Bain.

Gestetner, 2 South Gold Drive & Hwy 130, Trenton, 609-890-3232. Robert A. Wargo Jr. Copiers, duplicators, fax machines.

Konica Business Machines, 1075 Cranbury South River Road, Suite 4, Jamesburg, 609-395-7770. Lorraine Nagengast.

Kren Typewriter Service, 172 Alexander Road, 609-924-8163. Albert Kren.

Kushmore Typewriter Company, 211 Nassau Street, 609-921-1722. Michael F. Kushmore. Rentals and sales.

Metro Business Systems, Princeton Meadows Office Center, Suite 515, Plainsboro, 609-275-0700. Jeff Benfer.

Office Furniture by Barringers, 2811 Brunswick Pike, Lawrenceville, 609-882-0009. Sandra Widlitz. Retail office furniture.

Office Specialties, 2105 Nottingham Way, Trenton, 609-587-5411. Wally Sawka.

Penco Products, 5 Independence Way, Third Floor, 609-452-0089. Ken McCormick. Steel storage equipment.

Pitney Bowes, 993 Lenox Drive, Building 2, Suite 102, Lawrenceville, 609-895-9600. Norm Sommer.

Pitney Bowes Facsimile, 993 Lenox Drive, Building 2, Suite 104, Lawrenceville, 609-895-1781. Darral Black.

Princeton Office Interiors, 2936 Route 1, Lawrenceville, 609-895-9555. Richard Chung.

Prior Typewriter Company, 35 Scotch Road, Trenton, 609-883-6700. Tom Prior. Sales and repair of office equipment.

Technigraph, 105 North Gold Drive, Robbinsville, 609-259-6441. Vincent F. Annecchiarico. Graphic arts equipment.

Painting & Decorating

Altina's World of Creative Fashion, Princeton Shopping Center, 609-924-3367. Altina Noel. Window treatments, upholstery, slipcovers, drapes.

Brown and Sons Upholstering Co., 44 South Main Street, Pennington, 609-737-3773. Upholstering, draperies, windows, awnings, caning, antiques restored.

California Closet Co., 1003 Route 130, East Park, Cranbury, 609-655-1899. Tom and Dan Nili. Custom closet organizing franchise.

Dannemann Fabrics, the Marketplace, Route 27, 908-297-6090. Wanda Jamieson. Custom decorating and fabric center.

Decorative Painted Surfaces, 47 Wiggins Street, 609-497-1758. Charrette Boogaerts. Custom murals, decorative stenciling and faux finishes.

Designing Windows, 3257 Quakerbridge Road, Mercerville, 609-586-3737. Lois Barbado. Cstom window treatments, reupholstering, wallcovering; bedding ensembles.

Dip & Strip, 49 Main Street, Kingston, 609-924-5668. Allan Morris. Furniture refinishing.

Finnaren & Haley Paints, 3257 Quakerbridge Road, Mercerville 609-588-0919.

Julius H. Gross Inc., 683 Rosedale Road, 609-924-1474. Painting, papering, interior decoration.

Jo Ann Fabrics, 161 Mercer Mall, 609-452-2565. Debbie Anderson. Fabrics, sewing supplies, etc.

Deborah Leamann Interiors/Design Studio, 250 South Main Street, Pennington, 609-737-3330.

Margaret Miller Interiors, Route 27, Kingston Shopping Center, Kingston, 609-683-0666. Interior design, fabrics, wallcoverings.

Marlene's Contemporary Interiors, 2935 Route 1, Lawrenceville, 609-859-1110. Marlene Dortch.

Morris Maple & Son, 200 Nassau Street, 609-924-0058. Mike Skillman. Paint and wallpaper.

Olde Towne Interiors, Route 130, Cranbury, 609-655-3400. Tom Azalus.

Paint Barn, 4030 Quakerbridge Road, Trenton, 609-587-0900. Mark Goldman. Paint, wallpaper and interior design.

Saums Interiors, 75 Princeton Avenue, Hopewell, 609-466-0479. Eileen Saums.

Sherwin Williams, Princeton Shopping Center, 609-921-7007. Douglas Graham. Paint, wallcovering, floorcovering, window treatments.

Sherwin Williams, Quakerbridge Mall, 609-275-0499.

Terra Cotta, 124 Stanhope Street, Princeton Forrestal Village, 609-520-0075. Irene Stein. Handcrafted tiles, both imported and American, custom tile work, also accessories for the home, gifts.

A Touch of Color, 160 Pennington Lawrenceville Road, Manors Corner Shopping Center, Lawrenceville, 609-895-1550. Diane Vallone. Paint, wall coverings, custom upholstery and window treatments.

Upholsterers Barn, 15 Railroad Place, Hopewell, 609-466-0183.

Village Paint & Wallpaper, Route 206, the Village Shopper, Rocky Hill, 609-921-7120. Barbara Newell.

Wallflowers Inc., 12-14 Main Street, Kingston, 609-921-8174. Karen Clymer-Curtis. Wallcoverings, upholstery, fabrics, antiques.

Window Accents, 2210 Ravens Crest Drive, Plainsboro, 609-275-2902. Paul Veronsky.

Window Elegance, 361 Iverson Place, East Windsor, 609-895-1121. Joanne and Randy Strasman.

Windsor Paint and Paper, 64 Princeton-Hightstown Road, Princeton Junction, 609-799-2227.

Party Stores

Absolutely Balloonie, 61 Main Street, Kingston, 609-924-3320. Joan Bradford. Decorative mylar and traditional balloons for all occasions.

Celebrations Party Outlet, Route 1 and Darrah Lane, Lawrenceville, 609-530-0505. Judy Forman. Party supplies.

Party Harty, 24 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-274-2442. Doreen Caruso. Party supplies and decorations.

Party Things, Route 31, Pennington Shopping Center, Pennington, 609-737-8228. Howard Sunshine.

Sign Stop, 401 Mercer Mall, 609-243-9650. Joyce M. Kober. Party banners, interior and exterior custom designed signage.

Silk Bouquet, 1 Pennington-Lawrenceville Road, Pennington, 609-737-3603. Marga Rowaan. Silk flower rental service.

Taylor Rental, 775 Route 206, 609-924-8080. Equipment rentals, party supplies.

Pets

Aquariums Plus, Princeton Shopping Center, 609-683-9750. Steve Citron. Fish and pet supplies; saltwater and freshwater aquaria, birdcages, parakeets, parrots and cockatiels.

Behrwood Kennels, 3402 Brunswick Pike, 609-452-9077.

Canine Creations, Cranbury Professional Village, Cranbury, 609-395-0011. All breed dog grooming.

County Veterinary Hospital, 3176 Route 27, Kendall Park, 908-422-7500. Dr. Joel Mann.

Curry Corner, 114 Witherspoon Street, 609-924-3444. Pet grooming.

Fish 'n Chirps Pet Store, 1340 Route 206, the Village Shopper, Skillman, 609-924-7658. John Hunsbedt. tropical fish, birds, hamsters, gerbils.

Hopewell Veterinary Group Inc., 230 Hopewell-Pennington Road, Hopewell, 609-466-0131. Amos Stults. Large and small animal practice.

Kingston Animal Hospital, Kingston Shopping Center, Route 27, Kingston, 609-924-7415. Susan Fischer.

Lawrence Hospital Animals, 3975 Princeton Pike, 609-924-2293. Richard R. D. Robertson. Veterinary clinic.

Pets for Less, 100AB Mercer Mall, 609-452-8802.

Pets of Pennington, Route 31 North, Pennington Shopping Center, Pennington, 609-737-1020. Sue & George Langer.

Pets Pets Pets, Hobbies & Games, South Brunswick Square, Monmouth Junction, 908-329-0070. Howard Satnick. Pet and hobby supercenter; merchandise for cats and dogs, 4,000 gallons of fish tanks, remote control vehicles, trains, models.

Robin's Nest Exotic Birds, 201 Mercer Mall, 609-243-9339. Robin Rudolph. Exotic birds from around the world and domestic.

Totally Pets, 3800 Quakerbridge Road, Mercerville, 609-587-2233. Katy Stryeski.

Town and Country Animal Hospital, Route 518 at 206, Rocky Hill, 609-921-1557. William Prevost, VMD 609-921-3979.

Photography

John Apai Photographers Studio, 217 Nassau Street, 609-924-1620. Studio and location photography, portraits, weddings, glamour, portfolios and commercial.

The Camera Shop, Quakerbridge Mall, 609-799-1860. Liz Radzki. Cameras, camcorders, accessories, film developing.

CPI One Hour Photo Finish, 3535 Route 1, Princeton MarketFair, 609-520-9754. Ken Andrews. Photo processing, film and frame sales.

Fotomat, South Brunswick Square, Monmouth Junction, 908-329-6347. Photo processing and film sales.

Fotomat Corp., Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-883-8555. Kevin Scanlon.

Image Photo (1 Hour Photo), 20 Nassau Street, 609-921-6644. In addition to the usual color processing, this shop also does speedy black-

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New York Camera, 173 Nassau Street, 609-924-7063. Lou Asack. Some used cameras sold on consignment.

One Hour Moto Photo, Princeton Meadows Shopping Center, Plainsboro, 609-799-3606. Joe Godcharles.

1 Hour Printston Photo, 6 South Tulane Street, 609-683-5118.

Photo Haven, Route 1 & Texas Avenue, Lawrence Shopping Center, 609-883-7800. Jim Twitty.

Photo Haven of Montgomery, Route 206, Montgomery Shopping Center, Skillman, 609-497-1200. Louise Edge.

Photos in an Hour, Quakerbridge Mall, 609-799-7474. Michael Taylor.

Prime Photo, 156 Mercer Mall, 609-243-9770. Doug Mason.

Pryde Brown, Photographer, 12 Chambers Street, 609-924-9792.

Records, CDs

CD Danny's, 20 Nassau Street, 609-924-3472. Daniel Scavone.

Listening Booth, Quakerbridge Mall, 609-799-8160.

Music Cellar, Princeton Shopping Center, 609-921-2550. Latrenda Reed. Downstairs at Titles Unlimited; CDs and tapes; special orders a specialty.

Princeton Record Exchange, 20 Tulane Street, 609-921-0881. Brian Dombach. New and used cassettes, CDs and LPs. Bargains and collector's items.

Record Town, 3535 Route 1, Princeton MarketFair, 609-452-9140. Larry Bartels.

Record World, 117 Rockingham Way, Princeton Forrestal Village, Princeton, 609-520-9774. Gary McCallum.

Rock Dreams, Route 33, Hamilton Square, 609-890-0808. John Bates.

Rock Dreams 3, Route 31 North, Pennington Shopping Center, Pennington, 609-737-6667. Dennis and Fred Keiper.

Rock Dreams 4, Princeton Meadows Shopping Center, Plainsboro, 609-275-8171. Paul Ressler. Collector items; mail order services.

Sam Goody, 140 Nassau Street, 609-924-0852.

Sam Goody, 10 Schalks Crossing Road, Plainsboro Town Center, 609-936-9261. Helene Jackson.

Sam Goody, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-883-0050. Beth Killep.

Shoes

Boot Village, 403 Mercer Mall, 609-987-1776. Glenn Blackadar. Destination store for boots and Western accessories.

Center Shoe & Repair, Princeton Shopping Center, 609-924-6920. Pat Romano. Designer shoes for men and women at reduced prices; shoe supplies and accesories; repairs.

Fayva, 162 Mercer Mall, 609-452-8976. Larry R. DeVine.

Fischer's Footwear, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-5265. Richard Agabati.

Hulit's Shoes, 142 Nassau Street, 609-924-1952. Charles Simone. For men, women, and children, including a selection of boat shoes.

Hush Puppies, Quakerbridge Mall, 609-799-7464. Jay Rideout.

Kinney Shoes, Quakerbridge Mall, 609-799-4565. Jim Reese.

Payless ShoeSource, Lawrence Shopping Center, 609-882-6514. Richard Kubitz. Shoes at discount for men, women, children and infants at discount.

Ricchard's Shoes, 150 Nassau Street, 609-924-6785. Kevin Lanahan. Men's and women's fine quality shoes.

The Shoe Place, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-882-8440. Paul Carella.

Shoe-Town, the Marketplace, Route 27, 908-297-9783. Elizabeth Normile.

Stride Rite, Quakerbridge Mall, 609-

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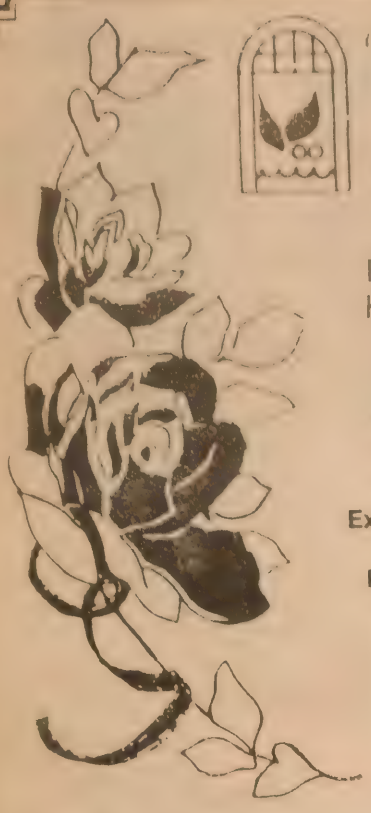

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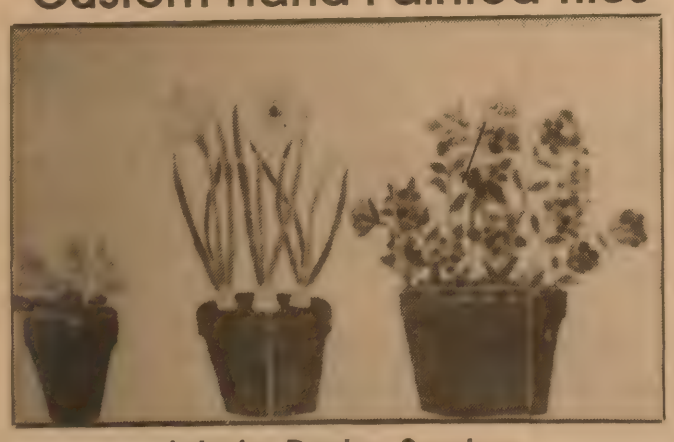

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Continued from preceding page

799-8165. Pat Powers

Thom McAn Shoes, Quakerbridge Mall, 609-799-9825. Terri Lowden

Men's Shoes

Father and Son, Quakerbridge Mall, 609-275-4466. Ron Scartocci

Art Broder's Florsheim, Quakerbridge Mall, 609-799-8082. Rich Day. Florsheim, Rockport, Dexter, and Bass brands

Hanover Shoes, Quakerbridge Mall, 609-799-8075. Dale Brockett

Johnston & Murphy, 121 Village Boulevard, Princeton Forrestal Village, 609-452-7302. Peter Donnelly. quality men's shoes and men's accessories.

Women's Shoes

Applause, Quakerbridge Mall, 609-799-2825. Ted Grosser.

AS Beck, Quakerbridge Mall, 609-799-6070.

Cobbie Shop, Quakerbridge Mall, 609-799-1075.

Connie's Shoes, 3535 Route 1, Princeton MarketFair, 609-987-2779. Kelly Soden.

Parade of Shoes, 103 Mercer Mall, 609-452-8924. Lou Sciarrotta.

Shoe Bar, 8 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-1065. Michael Klausman. Discounted name brands for women.

The Wild Pair, Quakerbridge Mall, 609-799-4632.

Sports Gear

Athlete's Foot, Quakerbridge Mall, 609-799-3388. Tom King.

Athletic Shoe Shop, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-883-0680. Bob Marrone.

Body-Tech, 3800 Quakerbridge Road, Mercerville, 609-587-2260. Barry Black. Fitness equipment and aerobic apparel.

Capezio Dance-Theatre Shop, 163A Mercer Mall, 609-452-1440. Judy Richter. Dance and athletic wear, knowledgeable fitting for dance shoes.

Competitive Sport, 7 Palmer Square West, 609-924-6259. John Woodside. Athletic shoes, racquets, sporting goods.

Eastern Mountain Sports, 3535 Route 1, Princeton MarketFair, 609-520-8310. Jim Hirschberg. Camping, hiking, and climbing gear, also books and accessories.

Fan Club, Quakerbridge Mall, 609-799-9220. John DelAngelo. Athletic footwear and accessories.

Fitness Force Inc., Princeton Shopping Center, 609-683-0494. Fax: 609-683-4473. Andrew Holzman. Fitness equipment for home, corporate, or institution; sales, service, and instruction.

Footlocker, 3535 Route 1, Princeton Marketfair, 609-452-9154. Walt Oddo. Athletic footware and apparel.

Footlocker, Quakerbridge Mall, Lawrence. 609-799-8837

Gatto International Sports: Orvis, 57 Palmer Square West, Palmer Square, 609-921-9400. Jim Gatto. Sporting goods, clothing, accessories, especially for fishing and hunting

Gerry Cosby & Co., 131 Village Boulevard, Princeton Forrestal Village, 609-520-1114. Chris Fischer. Sporting goods, including skates and pro team shirts

Halter's Cycle, 2 4095 Route 1 South, South Brunswick Square, Monmouth Junction, 908-329-9022. David L Halter

Hart's Cyclery at Pennington Square, 7 Route 31 North, Pennington Square, 609-737-3008. Ross Hart.

Head to Toe, 113 Maple Stream Road, East Windsor, 609-448-0755. Katie Regan. dancewear.

Herman's World of Sporting Goods, Quakerbridge Mall, 609-799-3000.

Intersports, Route 31, Pennington Shopping Center, Pennington, 609-737-9555. Gary Vogler. Sporting goods.

Islander Pools, 3303 Route 1 South, Lawrenceville, 609-452-1766. Perry Arons. Pools and accessories.

Jay's Cycles, 249 Nassau Street, 609-924-7233. Jay Mironov.

Kopp's Cycle, Spring Street, 609-924-1052. Charles and Marie Kuhn. The founder, the late Fred Kuhn, was dean of the Princeton bicycling scene. Find information on all the biker activities here.

Lady Footlocker, Quakerbridge Mall, 609-275-5578. Beth Shannon. Athletic shoes for women.

Lang's Ski n' Scuba, 106 Stanhope Street, Princeton Forrestal Village, 609-987-8882. J. Scott Somogyi. Snow skis, scuba, sailboards, water skis.

Lang's Ski n' Scuba, 1757 North Olden Avenue, Trenton, 609-538-1970. Bob Lang.

Las Vegas Golf and Tennis, South Brunswick Square, Monmouth Junction, 908-329-8778. Russell Forman.

Leisure Pools and Spas, Route 130, Burlington, 609-386-4111.

The Nickel: Blue Ridge Mountain Sports, 134 Stanhope Street, Princeton Forrestal Village, 609-520-9899. Steve Brauneiss. Known to its fans as "The Nickel," its savvy salespeople can outfit you for a cookout or a mountain trek.

Prestige Billiard & Spa, 35 West Broad Street, Hopewell, 609-466-2747. Mike Rafer. Pool tables, spas, and hot tubs.

Princeton Pool & Patio, 306 Alexander Road, 609-924-4456. William F. Wilson.

Princeton Sports Corner, 80 Nassau Street, 609-683-7744. Susan Pollack. Sports memorabilia (baseball, football, basketball, hockey cards), licensed sports apparel (jackets, hats, t-shirts, sweats), novelties.

Princeton Golf & Tennis, 2901 Route 1 Plaza, Lawrenceville, 609-882-4653. Ken Wolfarth.

Showcase Ticketmaster, Quakerbridge Mall, 609-275-5721. Juan Morales. Team accessories and ticket outlet.

Skaters Alliance, Princeton Shopping Center, 609-924-6276. Jim Cloer. Full service shop located in Pants Saloon, with professional skateboards and clothing from California companies.

Ski Barn, 29 Emmons Drive, 609-520-0222.

Ski Shoppe, 2850 Brunwick Pike, Lawrenceville, 609-883-3044. Walter Carroll

Sportworld, South Brunswick Square, Monmouth Junction, 908-329-8787. Buddy Hutchison.

Super Sports USA, 3541 Route 1, Princeton MarketFair, 609-987-1236. Don Herrera. Big store with space to try out your selections.

Sylvan Pools, Route 206, Montgomery Shopping Center, 609-921-6166. John Lewis. Installation and pool supplies.

Tennis Outlet, 2685 Main Street, Lawrenceville, 609-896-1177. Keith Brodhead.

TNT Pools Inc., Route 206, the Village Shopper, Rocky Hill, 609-921-2941. Mike Yurkovich. sales and service of in-ground swimming pools, spas and saunas.

Tobacco

John David Limited, Quakerbridge Mall, 609-799-8231. James Lambdin. Smoke shop.

Tom Pipecarver & Son Tobacconist, 4 Spring Street, 609-921-0860. Tom Arcoleo. Cigars, new pipes, antique and fancy pipes, also repairs to small antiques.

T-Shirts

Great Impressions, 136 Nassau Street, 609-497-0022. John Lucas. Sports clothing, sweats, T-shirts, many with Princeton imprint.

Michael's Off the Wall, 3100 Quakerbridge Road, Mercerville, 609-586-2090. Michael Applebaum. Silkscreening of T-shirts, hats, etc.

Sports Corner, 80 Nassau Street, Second Floor, 609-683-7744.

Watlington T's, 620 Ridge Road, Monmouth Junction, 908-329-2613. Duane Watlington.

Uniform Outlet, 2793 Brunswick Pike, Lawrenceville, 609-883-8844.

Toys

Brookstone, 3535 Route 1, Princeton MarketFair, 609-520-8790. Arlene Jenkins. Rare and unique toys and gifts with roots in American tradition: rope hammocks, aluminum sundials, grasshopper weathervanes and more.

C & M Toy Store, Route 206, Rocky Hill, the Village Shopper, Belle Mead, 609-924-8456. Carmen Petruzzi. Dolls, plush animals, craft supplies, and party goods. Also sporting goods.

Captron World of Nintendo, Princeton MarketFair, 609-452-1109. Bruce Bronstein. They sell Nintendo toys.

Educated Toy, Route 31, Pennington Shopping Center, Pennington, 609-737-1440. Myra Dickert.

E N Lodge Toys, 98 Nassau Street, 609-921-3998. Mark Crismond.

Kay Bee Toy and Hobby, Quakerbridge Mall, 609-799-8136.

The Sharper Image, 3535 Route 1, Princeton MarketFair, 609-520-0606. John Comfortin. Motorized tie racks, tropical tan lights, wizard personal secretaries, and more.

Toys R Us, 3255 Brunswick Pike, Lawrenceville, 609-896-3330. Pat Roddy. Supermarket of toys, dia-

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Travel

AAA Central New Jersey, 3 AAA Drive & Route 130, Robbinsville, 609-890-2220. Herbert F. Moore.

AAA Central New Jersey, 1378 Route 206, the Village Shopper, Skillman, 609-683-4400. Lisa Moscarelli.

All Around Travel, 2 Mercer Street, Hopewell, 609-466-2700. Sandra Cattani.

American Express, 10 Nassau Street, 609-921-8600. Lois Brown.

Carlson Travel Network, Route 1 and Texas Avenue, Lawrence Shopping Center, Lawrenceville, 609-883-5905. Karin Radice.

Carlson Travel Network, 2 Research Way, First Floor, 609-452-8398. Kelly Jordan Gatti.

Class "A" Travel, 425 Wall Street, 609-497-0011. Marianne Cate.

Cruise Holidays, Quakerbridge and Youngs roads, Mercerville, 609-586-3000. Edward L. Teti. Cruise vacation store.

Deluxe Travel Bureau, 219 Nassau Street, 609-924-6270. Clementine Wintle.

Direct Airway, 20 Model Avenue, Hopewell, 609-799-3030. Bill Boos. Air charters.

Edwards Travel Service, 8 South Tulane Street, 609-924-4443. Michael Edwards.

Empress Travel, 168 Mercer Mall, Lawrenceville, 609-987-0577. Barbara Francis.

Forrestal Travel, 103 College Road East, 609-452-0400. Elaine C. Robertson.

Graycar Travel, Princeton Meadows Shopping Center, Building C-1, Plainsboro, 609-799-7272. Betsy Novak.

International Tours Travel, 1225 State Road, Princeton North Shopping Center, 609-921-6300. Marie Gallagher.

Kriegner Travel, 11 North Main Street, Pennington, 609-737-9393. Dick Kriegner.

Kuller Travel, 108 Nassau Street, 609-924-2550. Gary Walker.

Liberty Travel, Quakerbridge Mall, Lawrenceville, 609-799-8667. Carol Slee.

Premier Travel, 64 Princeton-Hightstown Road, Princeton Junction, 609-799-3800. Gary Meshanko.

Omni Travel, Princeton Shopping Center, 609-924-1901. Richard Kibble.

Personal Travel, 215 Nassau Street, 609-921-7575. Rekha Arapurakal.

Princeton Travel Center, 44 Princeton-Hightstown Road, second floor, Princeton Junction, 609-799-4666. John McMenamin.

Ramar Inc., 20 Nassau Street, Suite 126, 609-921-1854. Marie A. Clark.

Revere Travel, 989 Lenox Drive, Building 1, First Floor, Lawrenceville, 609-896-4242. Paul Townsend. headquarters of subsidiary of American Express with 11 state branches.

Revere Travel, 100 Palmer Square, 609-921-9311. Marilyn Sikora.

Revere Travel, Route 31, Pennington Shopping Center, Pennington, 609-737-0045. Donna Flora.

Revere Travel, 36 University Place, 609-921-7231. Patricia Huffman.

Rosenbluth Travel Agency, Princeton-Windsor Office Park, Building 1, Cranbury, 609-443-0520. Penny Hurst.

Travel Center, South Brunswick Square, Monmouth Junction, 908-329-1000. Rose Pascarelli.

Travel Exchange, Mercer County Airport Terminal, West Trenton, 609-883-2765. Pearl Maskantz.

Travel Network, Route 206, Montgomery Shopping Center, Skillman, 609-921-7660. Robert Williams.

Travel Registry, 127 Washington Street, Rocky Hill, 609-921-6900. Barry M. Gerlack.

Travel World Travel, 33 Princeton-Hightstown Road, Princeton Junction, 609-799-8989. Carol Argenti.

USTS Travel Systems, 214 Carnegie Center, Suite 203, 609-520-1055. Holly Bech.

World Travel of Princeton, 33 Witherspoon Street, 609-924-5210. Mary Anna Zdepski.

Video Stores

Camera Video Showplace, Routes 130 and 571, East Windsor, 609-426-0006. Ron Humer. Video cameras.

Choices Entertainment, Route 1 and Texas Avenue, Lawrence Shopping Center, 609-883-6444. Terry Birthrong.

Easy Video, 304 Mercer Mall, 609-520-9683. Tom Scavo.

Easy Video, 10 Schalks Crossing Road, Plainsboro Town Center, 609-799-9646. Karen Lukow.

Easy Video, 3417 Route 27, Franklin Towne Center, Franklin Park, 908-422-4300.

Features Video, 94 Flock Road, University Plaza, Mercerville, 609-890-1223. Mike Carnevale.

Hopewell Video, 52 East Broad Street, Hopewell Village Square, 609-466-8575. Deborah Bliss.

Kingston Video, Route 27, Kingston Shopping Center, 609-921-0669. Gene Martinelli. Large selection of tapes of theater, dance, and foreign films.

Main Street Video, Route 31, Pennytown Shopping Village, Pennington, 609-466-1973. John Townsend.

Movieland U.S.A., South Brunswick Square, Monmouth Junction, 908-329-1199. Marc W. Baum.

Palmer Video, Route 31, Pennington Shopping Center, 609-737-6922. Susan Stone.

Prime Tyme Video, Princeton Meadows Shopping Center, Plainsboro, 609-799-5560. Gene Mark. Services also include repair of all electronic things except televisions.

Princeton Video Express, 24 Witherspoon Street, 609-683-0430. Johnny Carrol.

Scarborough Video, 1225 Route 206, Princeton North Shopping Center, 609-683-4944. Susan Engelmann.

Sun Coast Motion Pictures, 3535 Route 1, Princeton MarketFair, 609-987-9499.

Vide-O-Go Inc., 5 Market Hall, Princeton Forrestal Village, 609-520-9055. Dean W. Stevens. Rental or sale of personal and professional development programs, with 750 titles on audio cassette and VHS video.

Video Village, 3800 Quakerbridge Road, Mercerville, 609-584-1190.

Video Vogue, Ridge Road-Olde English Square, Monmouth Junction, 201-329-2922. Patrick and Pearl Sullivan.

Village Video, 1278 Lawrenceville Road, Lawrenceville, 609-883-6061. Bob Haines. Video rentals and CD sales.

West Coast Video, Princeton Shopping Center, 609-497-9333. Aaron Cane.

West Coast Video of Princeton Junction, 41 Princeton Hightstown Road, 609-497-9333. Bob Palmer. ■

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Fashion Bug/Fashion Bug Plus, 609-882-6311; **Fischer's Footwear**, 609-882-5265; **Fotomat**, 609-883-8555; **Golden China Restaurant**, 609-882-6990; **H & R Block**, 609-771-0840; **Hour Glass Cleaners**, 609-882-6306; **Lawrence Art and Frame**, 609-883-2401; **Living Well Fitness Center**, 609-882-3000; **Maggie K. Special Sizes**, 609-530-1609; **McCrory's**, 609-883-7521; **New Jersey National Bank**, 609-895-0800; **Norman's**, 609-882-3028.

Park Lane Furniture, 609-882-8770; **Payless ShoeSource**, 609-882-6514; **Photo Haven**, 609-883-7800; **R&S Auto Stores**, 609-882-4112; **Radio Shack**, 609-882-8975; **Rossetti's Pizza**, 609-882-0656; **Sam Goody**, 609-883-0050; **The Shoe Place**, 609-882-8440; **Simply Radishing**, 609-882-3760; **Stacy**, 609-882-2821; **Stone's Corner Family Restaurant**, 609-883-0249; **Sy-Lene's**, 609-883-8088; **Trenton Savings Bank**, 609-771-3690; **USA Baby**, 609-896-2229; **Vecere Jewelers**, 609-883-7966; **Weinstein's**, 609-882-4141.

Mercer Mall

Allstate Insurance, 609-520-0090; **American Speedy Printing Centers**, 609-452-8111; **Bagel Junction**, 609-452-9876; **Bags Plus: by Galete**, 609-452-9187; **Bed N Bath**, 609-452-0322; **B.F.O. Menswear**, 609-452-0700; **Boot Village**, 609-987-1776; **Capezio Dance-Theatre Shop**, 609-452-1440; **Carella's Hallmark**, 609-520-0205; **Casa Lupita**, 609-452-7070; **Computer Factory**, 609-520-0095; **Cosmetics Plus**, 609-520-0066.

Dime Savings Bank of New Jersey, 609-452-2633; **Dress Barn**, 609-452-8822; **Drug Emporium**, 609-987-9480; **Easy Video**, 609-520-9683; **Empress Travel**, 609-987-0577; **Eye Tech**, 609-452-7068.

Fayva, 609-452-8976; **Frames & Framers**, 609-452-1091; **General Cinema**, 609-452-2868; **Golden's Jewelers**, 609-243-9444; **Harold's New York Deli & Restaurant**, 609-452-8000; **Hit or Miss**, 609-452-8937; **Huckleberry Thin**, 800-343-5087; **Jane Fond Grocery**, 609-452-1055; **Jewelers Workbench**, 609-452-0511; **Jo Ann Fabrics**, 609-452-2565; **K-Mart**, 609-452-2777; **Kids R Us**, 609-987-0040; **Leather Warehouse**, 609-951-9446; **Mail Boxes Etc.**, 609-243-9595; **Mercer Mall**, 609-987-8789; **National Westminster Bank NJ**, 609-452-2923.

New Szechuan Garden, 609-452-1525; **Nobody Beats the Wiz**, 609-734-9300; **NurseFinders**, 609-243-8900; **Nutri/System**, 609-520-0620; **Olive Garden**, 609-987-9207; **Parade of Shoes**, 609-452-8924; **Pets for Less**, 609-452-8802; **Premiere Haircutters**, 609-452-2039; **Prime Photo**, 609-243-9770; **Red Lobster Restaurant**, 609-896-1011; **Red Moon Pizza**, 609-452-1150; **Robin's Nest Exotic Birds**, 609-243-9339; **Ross Dress for Less**, 609-520-8878; **Sign Stop**, 609-243-9650; **Snowhite Cleaners**, 609-520-1121; **Steve's Comic Relief**, 609-452-7548; **Stony Brook Vacuums**, 609-987-8684; **T.J. Maxx**, 609-452-7092; **Toys R Us**, 609-896-3330; **Treasure Island**, 609-987-8550; **Wall Furniture Outlets (WFO)**, 609-520-1099.

Montgomery Shopping Center

206 Hardware & Home Center, 609-921-2448; **Arctic Book Distributors**, 609-924-2121; **Colonial Barber Shop**, 609-921-8221; **Creative Hands**, 609-924-3355; **Davidson's Foodtown**, 609-924-6461; **Friendly's Restaurant**, 609-921-0840; **The Greener House**, 609-924-4820; **LaMeche Hair Design**, 609-924-7800.

Montgomery Center Theater, 609-924-7444; **Montgomery Pharmacy**, 609-924-7123; **Nutri-System Weight Loss Center**, 609-497-0096; **Persona Life Care Inc.**, 609-924-3273; **Photo Haven of Montgomery**, 609-497-1200; **Ramp Dry Cleaning**, 609-921-7353; **Robinson's Fine Candies**, 609-924-1124; **Rodolfo Pizza**, 609-924-1813; **Sahara Restaurant**, 609-921-8336; **Sylvan Pools**, 609-921-6166; **Titles Unlimited**, 609-924-8280; **Towne Wine and Liquor**, 609-924-3121; **Travel Network**, 609-921-7660.

Palmer Square

Banana Republic, 609-921-8111; **Baubles**, 609-497-9082; **Benetton**, 609-921-2886; **Biarritz**, 609-683-1443; **Boxworks**, 609-497-1323; **H. P. Clayton Yarn Shop**, 609-924-0086; **The Coach Store**, 609-924-2777; **Competitive Sport**, 609-924-6259; **F.J. Cooper Inc.**, 609-924-7259; **Crabtree & Evelyn**, 609-924-9388; **Doubleday**, 609-924-4224; **Gatto International Sports: Orvis**, 609-921-9400; **H. Gross Outfitters**, 609-924-6088; **Handblock**, 609-921-3559;

Jack Honore's Barber Shop, 609-924-1326; **J.B. Winberie**, 609-921-0700; **Jaeger**, 609-683-4277; **The Kiosk**, 609-921-8846; **Kismet Boutique**, 609-921-6786; **Kitchen Kapers**, 609-924-9190; **La Jolie Coiffure**, 609-924-3983; **Laura Ashley**, 609-683-4760; **Laura Ashley Mother and Child**, 609-683-1300; **LaVake Jewelers**, 609-924-0624.

Mom's Bake At Home Pizza, 609-683-7997; **Nature Company**, 609-683-8222; **Revere Travel**, 609-921-9311; **Sealfons**, 609-924-3300; **The Silver Shop**, 609-924-2026; **Squire's Choice**, 609-683-1311; **Steilmann European Selection**, 609-683-5650; **Talbots**, 609-683-1818; **Ann Taylor**, 609-924-8335; **Teresa's Pizzetta Caffe**, 609-921-1974; **Thomas Sweet**, 609-683-1655; **Triangle Reprocenter/Western Union**, 609-924-4630; **Wit and Whimsy**, 609-921-0289; **Zoli**, 609-497-9212.

Pennington Shopping Center

A Touch of Glass, 609-737-8788; **Allstate Insurance**, 609-737-7990; **Contessa & Co.**, 609-737-2579; **Cook Chiropractic Center**, 609-737-7600; **Craft Cleaners**, 609-737-3373; **DelVal Pharmacy**, 609-737-0900; **Dilorio's Men's Store**, 609-737-1524; **Edo Sushi**, 609-737-1190; **Educated Toy**, 609-737-1440; **H & R Block Executive Tax Service**, 609-737-7777; **Intersports**, 609-737-9555.

Jazzercise Center, 609-737-2057; **Mattress Fair**, 609-737-6830; **National State Bank**, 609-737-3033; **Palmer Video**, 609-737-6922; **Party Things**, 609-737-8228; **Pennington Jewelers**, 609-737-3775; **Pennington Market**, 609-737-0058; **Pets of Pennington**, 609-737-1020; **Plant Pavilion**, 609-737-0414; **Revere Travel**, 609-737-0045; **Rock Dreams 3**, 609-737-6667; **Shop Rite of Pennington**, 609-737-3193; **Sylvan Learning Center**, 609-737-6444; **Titles Unlimited**, 609-737-2261; **TJ's Trattoria**, 609-737-7166.

Plainsboro Town Center

Allied Vision, 609-275-8989; **Atlantic Bedquarters**, 609-275-8240; **Barlow's Hallmark**, 609-275-4604; **Caldor**, 609-799-3770; **CVS Pharmacy**, 609-275-9417; **Easy Street Haircutters**, 609-275-7300; **Easy Video**, 609-799-9646; **Goldcore Jewelers**, 609-275-1501; **H & R Block**, 609-275-1444; **Howard Savings Bank**, 609-799-8833.

Lotus Garden, 609-799-8888; **New Method Cleaners**, 609-799-7626; **Nutri-System Weight Loss Center**, 609-799-8288; **PIP Printing**, 609-275-4544; **Plainsboro Chiropractic Center**, 609-799-8444; **Romeo's Restaurant and Pizza**, 609-799-4554; **Sam Goody**, 609-936-9261; **Sandwich Shoppe**, 609-275-7070; **Shades of Fitness**, 609-799-0092; **Super Fresh**, 609-799-0171.

Princeton Forrestal Village

A.G. Edwards, 609-951-0900; **ACA Joe**, 609-243-0060; **Audrey Jones**, 609-734-9391; **Avant-Garde**, 609-520-1199; **Barry Interiors**, 609-243-9099; **Bassett's Original Turkey**, **Ben and Jerry's Ice Cream**, 609-520-0230; **Boardwalk Seafood Grill**, 609-520-1106; **California Smoothie**, 609-520-0503; **Candy Barrel**, 609-520-0670; **Caswell-Massey**, 609-520-0557; **Charter Club**, 609-243-0396; **Chow To Go**, 609-520-1161; **Cookies by George**, 609-520-1140.

Duxiana, 609-987-1717; **Farley's Bookshop**, 609-520-1244; **French Connection Encore**, 609-987-8770; **Golden Triangle**, 609-520-8780; **Harmony Schools**, 609-799-4411; **Image Gallery**, 908-951-9504; **Johnston & Murphy**, 609-452-7302; **Knits & Pieces**, 609-520-6661; **Lang's Ski n' Scuba**, 609-987-8882; **LaVake Jewelers**, 609-520-0755; **le nom**, 609-520-1445; **Loulette**, 609-520-9120; **Mark, Fore & Strike**, 609-520-9122; **Mini Donut Cafe**, 609-540-0404; **The Mole Hole**, 609-520-9757; **Mothers Work**, 609-452-9150; **My Favorite Muffin**, 609-243-0125; **National Community Bank of New Jersey**, 609-987-8809.

The Nickel: Blue Ridge Mountain Sports, 609-520-9899; **Not Just Baskets**, 609-936-1230; **Philadelphia Steak & Sub**, 609-520-0503; **Polo/Ralph Lauren**, 609-520-0777; **Princeton Billiard Club**, 609-520-1110; **Princeton Marriott Hotel**, 609-452-7900; **Record World**, 609-520-9774; **Roli-Boli**, 609-452-0609; **Roots Inc.**, 609-520-1111; **Roy Rogers**, 609-452-9676; **Royal Home**, 609-520-1240; **Sunglass Hut**, 609-520-8685; **Terra Cotta**, 609-520-0075; **Valentino's Pizzeria-Trattoria**, 609-520-1191; **Vide-O-Go Inc.**, 609-520-9055; **Village Zoo**, 609-520-0776; **Woodbridge Stereo**, 609-520-0505; **Workbench**, 609-452-2422.

Princeton MarketFair

Accessory Place, 609-520-0575; **Adam Ross**,

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Gap Kids, 609-452-0065; **The Gap**, 609-683-7893; **Gymboree**, 609-452-1221; **Hannoush Jewelers**, 609-520-0085; **Hoffritz**, 609-452-0199; **Knits & Pieces**, 609-520-8737; **L. B. Gadget**, 609-987-0113; **La Femme Boutique**, 609-520-0854; **Lane Bryant**, 609-452-0171; **Le Bijou Jewelers**, 609-987-2422; **Lenscrafters**, 609-520-0014; **Lenscrafters Eye Exam**, 609-520-1008; **The Limited**, 609-520-9490; **Lord's & Lady's Hair**, 609-452-7094.

Makrancy's, 609-520-0171; **Mandarin Express**, 609-520-8890; **Makrancy's Mille Fleurs**, 609-951-0722; **The Mole Hole**, 609-951-9704; **Mother's Choice**, 609-987-0202; **Mrs. Field's Cookies**, 609-520-0516; **Ocean Crest**, 609-452-2028; **Petite Sophisticates**, 609-520-8846; **Pino's Formal Wear**, 609-452-0921; **Platypus**, 609-734-9377; **Record Town**, 609-452-9140. **Scarlett O'Pair**, 609-520-0580; **The Sharper Image**, 609-520-0606; **Steve's Ice Cream**, 609-520-0770; **Sun Coast Motion Pictures**, 609-987-9499; **Super Sports USA**, 609-987-1236; **T.J. Cinnamons**, 609-520-8392; **TGI Friday's**, 609-520-0378; **The Timekeeper**, 609-520-1214; **U A Theater**, 609-520-8700; **Units**, 609-520-1166; **Victoria's Secret**, 609-520-8898; **Williams-Sonoma**, 609-520-8866; **Windsor Shirt Company**, 609-987-8727.

Princeton Meadows

Advanced Electrolysis by Indira, 609-275-0880; **Aljon's Pizza**, 609-275-1119; **Berkeley Federal Savings**, 609-799-3300; **Country Florist & Greenhouse**, 609-799-3440; **Crown of India**, 609-275-5707; **De'Lann Gallery**, 609-799-6706; **Foodtown**, 609-799-0442; **Graycar Travel**, 609-799-7272; **Hair Plus**, 609-799-7045; **Lee's Castle**, 609-799-1008.

Meadows Opticians, 609-799-5111; **One Hour Moto Photo**, 609-799-3606; **Prime Tyme Video**, 609-799-5560; **Princeton Meadows Pharmacy**, 609-799-1999; **Rock Dreams 4**, 609-275-8171; **Taru's Dry Cleaners**, 609-799-4800; **Terry Pratico Jewelers II**, 609-275-0018; **United Jersey Bank**, 609-987-3661.

Princeton North

Alfonso's Pizza, 609-924-8351; **Amy's Hallmark**, 609-921-7216; **Bogus Hoagies**, 609-924-3436; **Burger King**, 609-683-9826; **Capricorn II Hair Design**, 609-924-3163; **Delcampe & Company, Inc.**, 609-921-8033; **Flower Basket**, 609-924-2600; **Grand Union**, 609-921-9792; **Hit or Miss**, 609-924-1219; **Hunan Chinese Restaurant**, 609-921-0995.

International Tours Travel, 609-921-6300; **Marika's Jewelers**, 609-924-9400; **Mrs. B's Dry Cleaners and Launderette**, 609-924-1617; **National Community Bank of New Jersey**, 609-497-0500; **Radio Shack**, 609-924-1929; **Scarborough Video**, 609-683-4944; **Triangle Reprocenter**, 609-921-9525; **Vespia's Goodyear**, 609-921-8510.

Princeton Shopping Center

Altina's World of Creative Fashion, 609-924-3367; **American Sewing & Vacuum Center**, 609-921-2205; **Amoco**, 609-921-6682; **Aquariums Plus**, 609-683-9750; **Bellini Juvenile Furniture**, 609-921-1616; **Bon Appetit**, 609-924-7755; **Brass House**, 609-924-1079; **Caffe Italia**, 609-683-9210; **Center Barber**, 609-924-6521; **Center for Creative Living**, 609-921-9323; **Center Shoe & Repair**, 609-924-6920; **Center Stationers**, 609-924-5706; **Chemical Bank**, 609-520-3533; **Clancy Paul/Valcom Technical Center**, 609-924-4444; **Clancy Paul/Valcom Computers**, 609-683-0060; **Clancy's Place**, 609-921-8646; **Claridge Wine & Liquor Co.**, 609-924-0657; **Country Kids**, 609-924-7950.

First Jersey Savings & Loan Association, 609-924-1700; **Fitness Force**, 609-683-0494; **G. Fried Carpet**, 609-683-9333; **The Greener House**, 609-924-7718; **Jewelry Repairs By Us**, 609-683-7133; **Jordan's Cards and Gifts**, 609-924-6161; **Lee's Castle II**, 609-924-8001; **Light Gallery**, 609-924-6878; **Minute Press**, 609-921-7434; **Music Cellar**, 609-921-2550; **Omni Travel**, 609-924-1901.

Pants Saloon, 609-924-6276; **Perfect Fit**, 609-683-0166; **Pizza Star**, 609-921-7422; **Princeton Bakery**, 609-924-9617; **Princeton Fitness Center**, 609-921-6985; **Princeton Hardware**, 609-924-5155; **Princeton Mail Service**, 609-924-6059; **Princeton Podiatry**, 609-924-1689; **Radio Shack**, 609-924-2547; **Renaissance Health Center**, 609-921-6056; **Renaissance Health Center**, 609-921-6056;

Sakura House, 609-921-7605; **Sherwin Williams Co.**, 609-921-7007; **Sight Center**, 609-921-6673; **Skaters Alliance**, 609-924-6276; **Super Fresh**, 609-921-6716; **Thrift Drug Co.**, 609-924-6125; **Titles Unlimited**, 609-921-8892; **U.S. Postal Substation**, 609-924-6276; **University Cleaners**, 609-924-5060; **Ute Fey Hairstyling**, 609-921-1834; **West Coast Video**, 609-497-9333.

Quakerbridge Mall

Alpen Pantry, 609-799-8360; **AMC Theater**, 609-799-9331; **Applause**, 609-799-2825; **AS Beck**, 609-799-6070; **Athlete's Foot**, 609-799-3388; **Attivo**, 609-799-3374; **Au Coton**, 609-275-6626; **B. Dalton**, 609-799-8198; **Bailey, Banks and Biddle**, 609-799-8050; **Bains Deli**, 609-275-5953; **Bally's Holiday Spa**, 609-799-0220; **Barclay Jewelers**, 609-275-8200; **Baskin Robbins**, 609-799-8383; **Belden Jewelers**, 609-275-1011; **Benetton**, 609-799-0514; **The Bombay Company**, 609-699-0894; **Bravo**, 609-799-9738.

The Camera Shop, 609-799-1860; **Card-O-Rama**, 609-799-2444; **Casual Corner**, 609-799-8060; **Chess King**, 609-799-9708; **The Children's Place**, 609-799-8065; **China Moon**, 609-799-6799; **Cobble Shop**, 609-799-1075; **Cohen's Fashion Optical**, 609-799-8380; **Copper Rivet**, 609-799-3113; **Cosimo's Pizza**, 609-799-3326; **Crown Jewel**, 609-799-9743; **The Cupboard**, 609-799-8294; **CVS Pharmacy**, 609-799-2234; **Deb Shop**, 609-799-9823; **Deck the Walls**, 609-799-3695; **Donuts Galore**, 609-799-9716; **The Electronics Boutique**, 609-799-8219; **Encore Ltd.**, 609-799-8059.

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Kay Bee Toy and Hobby, 609-799-8136; **Kay Jewelers**, 609-799-5007; **Kinney Shoes**, 609-799-4565; **La Crepe**, 609-799-8080; **Lady Footlocker**, 609-275-5578; **Lerner Shop**, 609-799-8083; **Liberty Travel**, 609-799-8667; **The Limited**, 609-799-8283; **Limited Express**, 609-799-5357; **Listening Booth**, 609-799-8160; **Littman Jewelers**, 609-799-8171; **Lord & Taylor**, 609-799-9500; **M.J. Carroll**, 609-275-1413; **Macy's**, 609-799-8000; **Macy's Salon**, 609-799-8020; **Marianne Plus**, 609-799-1909; **Marianne Shop**, 609-799-6208; **McDonald's**, 609-275-5658; **Merry Go Round**, 609-799-6206; **Motherhood**, 609-799-7147.

New Jersey National Bank, 609-799-9676; **No Name**, 609-799-9856; **Norman's**, 609-799-8090; **Oak Tree**, 609-275-9004; **Ormond's**, 609-799-8140; **Pants Place**, 609-799-5579; **Paul Harris**, 609-799-8676; **Pearle Vision Center**, 609-799-2285; **Photos in an Hour**, 609-799-7474; **Piercing Pagoda**, 609-799-1544; **Plumb Gold**, 609-275-0125; **Quaker Curtains and Bath**, 609-799-4474; **Radio Shack**, 609-799-8077; **Regis Hairstylist**, 609-799-8195; **Rogers Clothes**, 609-799-4141; **Roy Rogers**, 609-799-1802.

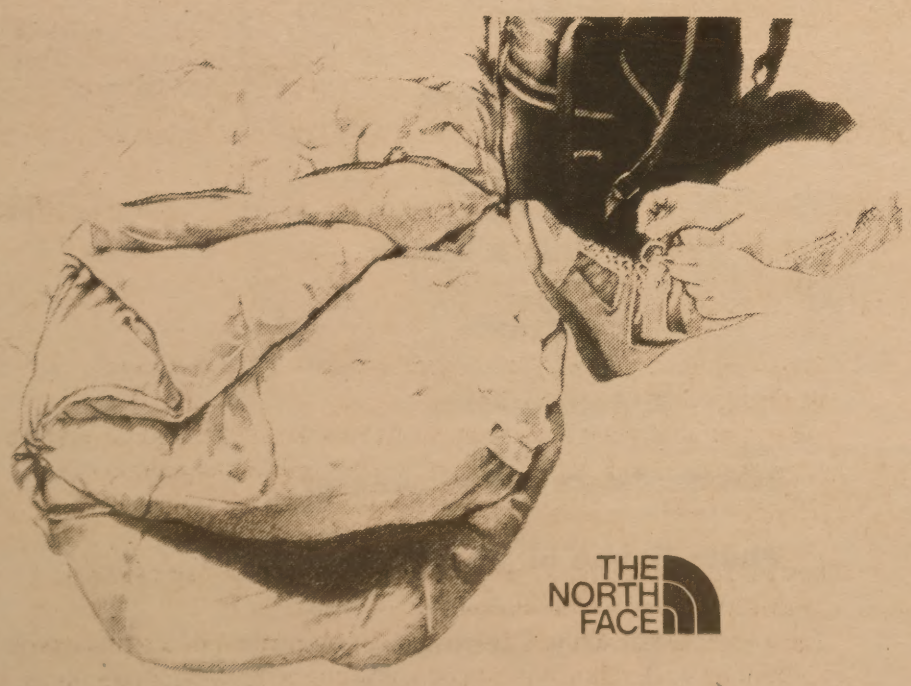
Sears, 609-936-2000; **Sears Optical**, 609-799-9675; **Sherwin Williams**, 609-275-0499; **Showcase Ticketmaster**, 609-275-5721; **Silver Visions**, 609-243-9365; **Size 5-7-9**, 609-799-1336; **Small's Formal Wear**, 609-275-4441; **Space Port**, 609-799-8150; **Spencer Gifts**, 609-799-1981; **Stride Rite**, 609-799-8165; **Things Remembered**, 609-799-2787; **This End Up**, 609-799-5644; **Thom McAn Shoes**, 609-799-9825; **Tie Rack**, 609-799-3838; **Valenti's**, 609-799-0052; **Victoria's Secret**, 609-799-3966; **Vitamin Health Center**, 609-799-3670; **Waldenbooks**, 609-799-8190; **Wall to Wall Sound**, 609-799-4040; **Wallach's**, 609-799-5880; **Webster Men's Wear**, 609-799-0890; **Wicks 'n' Sticks**, 609-799-7576; **The Wild Pair**, 609-799-4632; **Wilsons Suede/Leather**, 609-799-9250; **Woman's World**, 609-799-1411; **Woolworth's**, 609-799-8600; **Zales Jewelers**, 609-799-8045.

South Brunswick Square

AlphaGraphics, 908-329-8900; **Arby's**, 908-274-0515; **Bageirie**, 908-329-6969; **Bec's Yogurt**, 908-329-6072; **Belle Jewelry**, 908-329-2811; **Bridal Party**, 908-329-9000; **Burger King**, 908-329-9768; **Channel Home Center**, 908-274-9500; **Corner Pocket Billiards**, 908-274-1911; **Davis Vision Works**, 908-329-0044; **For Pete's Sake**, 908-329-1122.

Fotomat, 908-329-6347; **Frame It**, 908-329-1064; **Grand Union**, 908-329-8288; **Great Expressions**, 908-329-6464; **Halter's Cycle**, 908-329-9022; **Hit or Miss**, 908-329-8747; **Hoffman Carpet**, 908-329-2600; **Jamesway**, 908-329-0050; **Las Vegas Golf and Tennis**, 908-329-8778; **Little Professor Book Center**, 908-329-8333.

Mail Boxes Etc., 908-329-3600; **Merle Norman/RK Cosmetics**, 908-329-9299; **Moonstruck**, 908-329-8844; **Mothercare**, 908-329-2332; **Movieland U.S.A.**, 908-329-1199; **Party Harty**, 908-274-2442; **Pets Pets Pets, Hobbies & Games**, 908-329-0070; **Pizza Hut**, 908-329-8500; **Positive Image**, 908-329-3009; **Press King Dry Cleaners**, 908-329-6868; **Radio Shack**, 908-329-8220; **Rumbleseats Restaurant**, 908-329-2044; **Shoe Bar**, 908-329-1065; **South China Restaurant**, 908-274-0505; **Sportworld**, 908-329-8787; **Travel Center**, 908-329-1000; **Trust Company of New Jersey**, 908-329-3100; **Viking Liquors**, 609-297-7299.



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